

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXIX

NEW YORK, JUNE 27, 1912

No. 13



The salesman who can offer to his trade a line of merchandise which is widely known and for which there exists a favorable prejudice can sell his wares with less effort than if he were handling an unknown article.

The manufacturer who is paying salesmen for making a sales effort obviously has to pay less price for less effort. And this condition does not work against the salesman. He can cover more territory, get a better hearing and in the long run make more money.

A handwritten signature in cursive script, which appears to read 'W. M. Gardner'.

Philadelphia

New York

Boston

Cleveland

Cleveland

## For the FIRST Time in History

The world's supply of virgin land is running short.

For the first time in the history of the world there are no "new worlds to conquer."

For the first time the demand for productive farm land begins to exceed the supply.

So up goes the price of the land and the value of its products.

In the "big-farming" states there is little unimproved land left except the swamps and the deserts—and they are fast draining the one and watering the other.

Iowa has nearly 87% of its acreage improved, Illinois over 86%, Indiana 79%, and so it goes all along the line.

\* \* \*

This condition is not just a development of farming; it is the beginning of a new era.

Never again can we return to the era of cheap land. That is of the past.

Never again can the man with no capital but his strength "stake out his claim."

The farmers' day of "over production" and "ruinous competition" is over.

\* \* \*

"Keep your money on a corner till he loses" is a sporting adage with a business application. Once in two or three business life times the manufacturer has

the chance to catch a class on its flood tide.

The farmers now offer that opportunity.

Standard Farm Paper readers find their incomes increasing from year to year. There is no greater incentive to spend freely.

They are open to new things. The luxuries of "last year" are becoming necessities of life.

Having exhausted the reserve supply of "virgin lands," the Standard Farm Paper reader has himself become a virgin field for the manufacturer.

The moral of this advertisement is: think and investigate.



THE MARK OF QUALITY

### Standard Farm Papers

are Farm Papers of Known Value	Oklahoma Farm Journal The Ohio Farmer The Michigan Farmer The Breeder's Gazette Hoard's Dairyman Wallaces' Farmer Kansas Farmer Wisconsin Agriculturist Indiana Farmer Home and Farm, Louisville Town and Country Journal, San Francisco, Cal. The Farmer, St. Paul
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Wallace C. Richardson, Inc.  
 Eastern Representatives.  
 41 Park Row, New York City.

George W. Herbert, Inc.,  
 Western Representatives,  
 First National Bank Bldg.,  
 Chicago.

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A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893

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## WHAT IS A FAIR PRICE?

THE ADVERTISING MAN'S INTEREST IN WHAT THE PRICE IS TO BE—TOO HIGH A PRICE ENCOURAGES THE PRICE-CUTTER AND HAMPERS DISTRIBUTION—TOO LOW A PRICE STIMULATES THE PRIVATE-BRAND SPECIES OF COMPETITION—ADVERTISING DOES NOT ADD TO THE SELLING COST

By Roy W. Johnson.

Maybe the advertising man says "What have I to do with fixing the price? That belongs to the producing departments. My job is to sell the goods." And it sounds reasonable enough until you begin to think seriously about it.

With some classes of goods the price is fixed to all intents and purposes by conditions outside the individual business. Chewing gum, for example, is priced practically uniformly at five cents a package to the consumer, cigars are five cents or ten cents, three for a quarter or two for a quarter, men's collars are fifteen cents, two for a quarter, and so on. But those are prices to the consumer. Jobbers' and dealers' prices are not thus fixed by trade customs, and those prices have considerable influence upon distribution, with which the advertising man is more and more concerned as time goes on.

With yet another class of goods the price is "all the traffic will bear." In other words, the price is made to fit the purchasing power of the class of people to be reached. These goods, as a rule, are specialties which represent entirely new inventions, or new combinations for special purposes. They are sold mostly direct to the consumer through house-salesmen, though in some cases, like piano-players and phonographs, they are handled by re-

tail dealers, or dealers and jobbers. But even with goods of this class the advertising man has or should have a vital interest in the price. What is the purchasing power of the class to be reached? Would a small reduction in the price bring the goods within the purchasing power of enough more people to earn greater aggregate profits? Would a lower price save enough selling expense to pay for itself? Those are some questions—and vitally important questions, too—which the advertising man is best fitted to answer.

But the great majority of products are sold by the jobber-retailer route, in competition with other similar products. They must meet the competition of consumer-advertised goods and goods which are not advertised to the consumer, the competition of price-restricted goods and goods upon which the price is not maintained. Each form of competition has a direct bearing upon distribution, as well as upon sales to the consumer, and the advertising man cannot afford to let somebody fix the price on the goods without considering those factors which belong in his province.

One very simple rule—and as dangerous as it is simple—consists in taking the prices of competitors and averaging them, or going a bit below them. It is dangerous because the fact that one man can make something for fifteen cents is no sign that another can do it for the same money. Unless it is possible to duplicate or improve upon the efficiency of rival organizations it is folly to duplicate rival prices. It is the same ditch so many printers have fallen into: "If he can do it for that, I can do it for less."

It certainly is necessary to compare prices of competitors, but they are a basis of com-

parison only. If it is found that a competitor can sell his goods at a lower price than they can profitably be sold by one's self under present conditions, it is necessary to change the condition before meeting the price. That is, unless it is possible to sell the goods at a loss, and make it up on something else. Individual conditions must regulate individual prices; not somebody else's conditions.

The actual cost of production is, of course, the basis for a price. But it is only a basis. To it must be added the overhead—depreciation of equipment, interest on the investment, lighting and heating, insurance, etc.—and a tentative profit, the "profit we want to make." Thus far the board of directors or the general manager can safely go by themselves, if they have the figures of a competent cost accountant as a guide. Though even this basis is arbitrary to a large extent, it is reasonably accurate. But at that point selling cost steps in, and with it the advertising man.

Nobody knows how much it is going to cost to sell the goods, but the advertising man should have a clearer notion than anybody else. In the aggregate, selling cost, in advance of actual sales, must be an estimate, but there are certain fixed factors which enter into it.

For example, it costs the jobber fifteen to twenty per cent to do business. It costs the retailer, on the average, thirty per cent. Those percentages represent definite, concrete amounts which must be added to the selling cost of every article which goes through jobbers' and dealers' hands. Some articles are sold on smaller margins than these, but they are commodities which are advertised to such an extent that demand for them is practically automatic, so that they entail no selling effort on the part of the dealer or jobber, and the price is strictly maintained so that the dealer gets the full margin every time and does not have to meet cut prices.

As an illustration of this method of price fixing, Daniel Kops, of

Kops Bros., makers of Nemo corsets, states that a profit of seven and one-half per cent on the investment *according to inventory* is considered by his firm a good business. The cost of production of the corsets is from sixteen to seventeen dollars per dozen. The dealer (jobbers do not figure in these goods) pays twenty-four dollars a dozen, and sells the corsets for three dollars apiece. The comparatively high rate of dealer profit on a widely advertised line is explained by Mr. Kops as being necessary because the high price of the goods entails a certain risk on the dealer's part for which he must be recompensed.

As a general rule, the higher the price of the goods the greater the dealer's margin of profit, but there are exceptions. The Gillette razor is one, which, selling for five dollars to the consumer, brings the dealer only twenty-five per cent gross profit, and the jobber gets a discount of but ten per cent, or ten and five in large quantity orders. The razor costs to manufacture, *including selling expense and overhead*, approximately \$2.25, and the jobber pays \$3.10 for it. It should be mentioned, however, that the prices to the jobber are *delivered prices*, as the Gillette people pay all carrying charges.

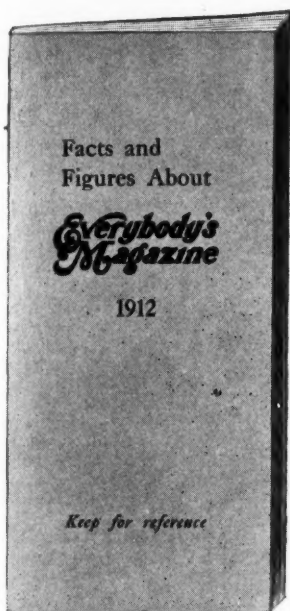
The Ingersoll dollar watch is sold to the dealer at a discount ranging from twenty-five to thirty-five per cent. The cost of production is from fifty to fifty-five cents, the jobber pays sixty cents and the dealer seventy-five cents. Dealers who buy in large quantities can get a better price—seventy cents and in some cases sixty-five.

The Bissell carpet sweeper costs \$1.50 to \$2.50 to produce, according to style. The jobber makes a profit of approximately \$3.50 per dozen, and the dealer twenty-five to thirty-five per cent.

The terms on which the goods are sold have considerable effect upon the dealer's profits. For example, fifty-cent hose at \$1.15 a dozen, terms 1 per cent discount for cash in ten days, sixty days



# An Unusual Book



Have you received your copy of "Facts and Figures About Everybody's Magazine" yet?

If not, let us know at once.

It gives you information you certainly should have. It shows Everybody's NET circulation, giving distribution by states, cities and towns. It shows the standing of the nine leading standard magazines in 18 classifications of advertising. It gives recent statements

from advertisers and a host of other valuable data.

Every agent and advertiser should have this book.

## Everybody's Magazine

W. R. Emery  
Western Mgr.  
Marquette Bldg., Chicago

Robert Frothingham  
Advertising Manager.  
New York

net, costs the dealer more than fifty-cent hose at \$4.25, 6 per cent, 10/60, provided he discounts his bills. A good many small dealers do not realize the advantage of getting the cash discount, though most of the large stores understand that it represents an extra profit on the goods. In arranging the matter of terms the class of retailer it is desired to reach is important. The small man who is not in the habit of discounting his bills would believe that the hose at \$4.15 were actually cheaper, and a sale might be lost. As the advertising man is to be entrusted with a large share of the task of getting distribution, it is necessary that he have some knowledge of the subject of terms and some voice in their selection.

Too high a margin of profit for the dealer is a direct encouragement to cut the price. The manufacturer may say that he doesn't care how much the price is cut, so long as he gets his. But he does care, because it has a very definite effect upon distribution.

The Ingersoll watch, for example, is sold in upwards of 60,000 stores, all over the country. That includes a great number of very small country stores, who handle the goods because the price is the same everywhere, and there is no inducement for their customers to go to the city for a watch. The margin of profit for these small stores is not magnificent, but it is absolutely sure, and the goods are so widely advertised and so well known that a fifteen year old girl at three dollars a week can sell them as well as a high-priced salesman. Moreover, the dealer does not have to spend any of his own money advertising them.

But let a big store cut the price, and inevitably the little fellow must discontinue the line. He can't afford to carry it unless he is willing to meet the prices in the other store. By and by distribution is concentrated in a few of the larger stores, and when they get tired carrying the goods—as they will, because there is no glory in selling goods for long

without profit—the distribution is gone. Not only that, but consumers have been educated to expect a lower price, and that handicap must be overcome.

So it doesn't pay to offer too much profit, unless one is in the position where a cut price will infringe patent rights.

Too small a profit is equally dangerous, for the simple reason that the small dealer cannot afford to carry the goods, and the big dealer and the jobber are afforded an excellent temptation to get out a private brand in which there will be more profit. The advertising man ought to know what profit the dealer makes, and what profit he ought to make, for this reason if for no other. He doesn't want to be placed in a position where he is going ahead creating demand for goods which is being filled with somebody's private brand.

In considering selling cost, advertising expense cuts considerable figure, and here again the advertising man is interested. It is a mistake, however, to consider advertising expense as a matter wholly separate from dealer and jobber discounts, and as something which must be added to the price. It is part of the selling cost—true, but it will not only cut down the cost of production by increasing demand, but also make it possible to do business on a smaller margin of profit to dealer and jobber.

Take the Big Ben alarm clock, for example. It sells to the retailer for \$1.50 and to the consumer for \$2.50. It is nationally advertised. Another alarm clock, very similar in appearance, which sells to the consumer at the same price, is sold to the retailer at \$1.30. It is not advertised nationally, hence it is necessary to give the retailer a bigger margin to allow him to advertise it himself in his local papers, and to cover the greater effort necessary to sell it. Twenty cents per clock would do a lot of national advertising, and leave a tidy sum to go into profits. Indeed in many lines the saving which may be effected right there will more

# LAST CALL! AUGUST 18th

**Rates Increase 25% Unless Reservations are Entered Now**

As previously announced in our circulars, advertising rates of The Farmer's Wife will increase 25 per cent after the September issue, except on reservations.

## 625,000 CIRCULATION GUARANTEED

Present advertising rates are based on a circulation of 500,000. Practically every issue this year has been in excess of 500,000, the actual net circulation increase averaging 10,000 to 15,000 per month.

Beginning with the October issue we will guarantee a minimum circulation of 625,000 per month, and the following rate card becomes effective with all issues after September, except on reservations.

Per line, flat.....	\$ 2.50
Readers, per count line.....	3.75
One-fourth (1/4) page (196 lines at \$2.25).....	441.00
One-half (1/2) page (392 lines at \$2.00).....	784.00
One page (784 lines at \$1.60).....	1,250.00

## How to Hold the Present Rates

Advertisers who will enter reservation orders prior to August 18th, 1912, and use space of not less than fourteen lines in the September issue (except in the case of advertisers whose largest space is never as much as fourteen lines) will be allowed the present rates up to and including the issue of August, 1913.

## Present Rates, Which Can Be Held by Reservation Orders

Per line, flat.....	\$ 2.00
Readers, per count line.....	3.00
One-fourth (1/4) page (196 lines at \$1.80).....	352.80
One-half (1/2) page (392 lines at \$1.60).....	627.20
Full page (784 lines at \$1.28).....	1,000.00
Special positions 20 per cent extra.	

## The Circulation Will Continue to Grow

It promises to be 700,000 to 750,000 by January 1, 1913. You can get the guaranteed circulation of 625,000, and all the increase in the next twelve months at the present rate for 500,000 by sending in a reservation order and copy for the September issue now.

**It is to Your Best Interests to Act at Once**

# THE FARMER'S WIFE

*A Woman's Farm Journal*

ST. PAUL, MINN.

Webb Publishing Company, Publishers

Chicago Office  
Geo. W. Herbert, Inc., Mgr.  
600 1st Natl. Bank Bldg.

New York Office  
Wallace C. Richardson, Inc., Mgr.  
41 Park Row.

**LAST CALL! AUGUST 18th**

than pay for the advertising done.

And it does not "come out of" the dealer, either. J. P. Archibald, a member of the executive committee of the Pennsylvania Retail Jewelers' Association, speaking for the retailers, says: "We favor the fixed price on all standard goods. We can reduce the cost of doing business very materially by selling price-fixed goods. A boy or girl at a salary of \$3 or \$4 a week can sell advertised, fixed-price goods as well as the high-priced salesman, thus the retailer reduces his cost of doing business. Moreover, it is not necessary for the retailer himself to advertise goods which are nationally advertised."

Another instance in which an advertising "expense" proved an actual saving is that of the Dover Manufacturing Company, of Canal Dover, Ohio, makers of asbestos sad-irons. When the asbestos iron was first put on the market it was priced high in order to give the dealer a good margin of profit. It was not nationally advertised, and some dealers pushed the goods, making an exorbitant profit, while others cut the price. Many did not carry the line at all because of the price cutters. Later the average price at which the irons were being sold was taken as the price to be maintained—it was considerably lower than the original price—and advertised to the consumer. Distribution was immediately strengthened, and while some dealers made less profit per set on the irons they made more money in the end because it cost less to sell them. Moreover, dealers who never would touch the goods before now took them on, because the price was protected. The resulting increase in sales more than offset the advertising expense, even though it meant an (apparent) reduction in the dealer's profits.

Another instance, which is familiar to everybody. The retail dealer makes from 50 to 100 per cent gross profit on the old-style, open-blade razor. He makes only 25 per cent on the Gillette. If the Gillette were not adver-

tised, the retailer wouldn't touch it at a less margin than he is allowed on other razors which are not advertised. The difference between 25 and 50 per cent on an investment of \$3.75 (the amount the dealer pays for the Gillette razor) will pay for a good deal of advertising. There is, moreover, the jobber to consider. He could hardly be expected to handle an unadvertised article on a 10 per cent margin!

The table of prices (see page 10 *et seq.*) based upon data collected by William H. Ingersoll, of Robert H. Ingersoll & Brother, is suggestive. It is interesting to note the dealers' profits on the unadvertised articles as compared with that on the advertised goods. There seems to be some ground for the conclusion that the man who will not advertise is paying for it just the same.

(Continued on page 10)

#### JOINT MEETING REVIEWED DALLAS WORK

Six New York advertising clubs held a joint meeting at the Aldine Club on Monday evening, June 24. The gathering was called to translate the benefits of the Dallas convention into action and the following clubs took part: The Advertising Men's League, the Association of Advertising Agents, the Daily Newspaper Club, the Quoin Club, the Representatives' Club, the Six Point League.

Quite an extensive programme was carried out. Among those scheduled to speak were: J. D. Kenyon, vice-president of the Sheldon School; George C. Hubbs, advertising manager of the United States Tire Company; Herbert S. Houston, vice-president of Doubleday, Page & Co.; L. E. Pratt, Eastern sales manager of the Passaic Metal Ware Company; Richard H. Waldo, advertising manager of *Good Housekeeping Magazine*; Henry D. Wilson, advertising manager of *Cosmopolitan Magazine*, and William C. Freeman, advertising manager of *The Evening Mail*.

The talks were largely a review of the Dallas accomplishments and each speaker made it a point to suggest ways in which ideas gathered at the convention could be used to good effect locally.

At a recent meeting of the stockholders of the *Terre Haute Post*, the capitalization was increased from \$71,000 to \$100,000 and the following officers elected:

W. C. Mayborn of Denver, president; J. C. Harper of Cincinnati, secretary-treasurer; R. F. Peters, editor-in-chief, and Fred R. Waldron, general manager, to succeed J. E. Dailey.

# INCREASED BUSINESS AT LOWER COST

[A CONCRETE EXAMPLE]

A new client came to us in March, who had been using 80 to 100 lines, double column, once a week, in newspapers. He had been writing his own copy, though placing his business through an agency. We cut his space down to less than 42 lines, single column, used more frequent insertions, wrote **new and forceful copy** for him and changed the position of his advertising in the papers.

We also wrote him a booklet radically different from ordinary literature of the sort, and this, he says, has in itself proved a wonderful selling force.

His business has **increased substantially**, while his monthly expenditure has been *reduced*, through intelligent use of the "machinery" of advertising on an *efficiency* basis.

**We get results for him by very careful attention to the needs of his particular proposition.**

He is only one of the customers to whom we are rendering real agency service. We go on the principle that if we make the advertising **PAY THE CLIENT** the client is only too glad to pay us.



If you are interested in our kind of agency service, we should like to show you how it can be made profitable in your business.



**H. B. HUMPHREY CO.**

*Advertising SERVICE Agency*

**BOSTON**

Representative list of goods sold by various lines of retail stores, some of which have the resale price restricted and some unrestricted. Arranged to show the comparative profits on the restricted and unrestricted articles as they are sold ordinarily by the average stores throughout the country. The percentages of profit given are only approximate, since the terms on which the goods are sold vary from time to time, and in different sections of the country. Most manufacturers allow a cash discount off the invoice prices here given.

Articles.	RESTRICTED			UNRESTRICTED		
	Price paid by retail.	Consumers' Price.	Approx. per cent profit.	Price paid by retail.	Consumers' price.	Approx. per cent profit.
Beech Nut Bacon (per jar)....	.25	.30	16 $\frac{2}{3}$	.....	.....	.....
Beech Nut Beef (per jar)....	.25	.30	16 $\frac{2}{3}$	.....	.....	.....
Beech Nut Peanut Butter ....	.20	.25	20	.....	.....	.....
Beech Nut Chewing Gum ....	.03	.05	40	.....	.....	.....
Mother's Oats .....	(18 packages \$1.45)			.081	.10	19
Franco-Amer. Soup, tomato:						
½ pint .....	.....	.....	.....	.075	.10	25
Pints .....	.....	.....	.....	.14 $\frac{1}{2}$	.18	21
Quarts .....	.....	.....	.....	.25	.30	16 $\frac{2}{3}$
Franco-Amer. Plum Pudding						
No. 1 size .....	.....	.....	.....	.25	.30	16 $\frac{2}{3}$
Campbell's Soups .....	(1 doz. 81 cents)			.067	.10	33
Kellogg's Corn Flakes .....	(36 to a case \$2.80)			.....	.....	.....
.....	.077	.10	23	.....	.....	.....
Kellogg's Rice Flakes .....	.076	.10	24	.....	.....	.....
Post Toasties .....	(2 doz. at \$2.80)			.117	.15	23 $\frac{1}{2}$
Maple Wheat Flakes .....	(36 packages for \$2.80)			.077	.10	23
Coffee .....	.....	.....	.....	.21	.28	25
Coffee out of another bin.....	.....	.....	.....	.21	.30	30
Coffee out of another bin.....	.....	.....	.....	.21	.35	40
Cinnamon .....	.....	.....	.....	.28	.60	53 $\frac{1}{3}$
Brighton Salt, 3 lb. bag .....	(100 bags in a barrel)			.037	.05	26
Brighton Salt, 2½ lb. bag .....	(115 bags in a barrel \$3.75)			.033	.05	34
Crosse & Blackwell's Pickles..	(½ pint dozen \$2.10)			.175	.25	30
Worcestershire sauce .....	.....	.....	.....	.141	.25	43 $\frac{1}{2}$
Royal Baking Powder.....	.....	.....	.....	.071	.10	29
Royal Baking Powder, 1lb. size	.....	.....	.....	.387	.60	35 $\frac{1}{2}$
Another baking powder, similar formula .....	(doz. cans \$3.75)			.312	.60	48
Dutch Hand Soap .....	(48 10c. pack. in case \$3.40)			.07	.10	30
Dutch Hand Soap, smaller size	.....	.....	.....	.038	.05	24
Fels Naphtha Soap.....	(100 in box \$4.00)			.04	.05	20
West of Mississippi dealer's price is slightly higher.						
Can Corn, 10c straight .....	(dozen 80c)			.067	.10	33
Premier Brand Corn.....	.....	.....	.....	.096	.15	36
Premier Pineapple No. 2.....	.....	.....	.....	.167	.25	33 $\frac{1}{3}$
Premier Lemon Cling Peaches	.....	.....	.....	.....	.....	.....
No. 2½ .....	.....	.....	.....	.25	.35	28 $\frac{1}{2}$
Tea .....	.....	.....	.....	.50	.75	33 $\frac{1}{3}$
Toastettes, No. 2 size (2 doz. to the case) .....	.....	.....	.....	.104	.15	30 $\frac{1}{3}$
Cracker Jack .....	(100 packages \$3.25)			.0325	.05	37
Huyler's Triscuit .....	(Doz. 10c pack. 88c)			.073	.10	27
Walter Baker's Cocoa, ½ lb. tin	.....	.....	.....	.18	.27	33 $\frac{1}{3}$
Walter Baker's Chocolate, ½ lb.	(24 ½ lb. to the case)			.14	.20	30
Hershey's Milk Chocolate....	(48 5c pack. \$1.60)			.033	.05	34
Continental Sardines .....	(1 doz. to case)			.07	.10	30
Salada Tea, ¼ lb. ....	.....	.....	.....	.45	.60	25
Postum Cereal No. 1.....	(24 to case \$2.70)			.112	.15	25 $\frac{1}{2}$
Jello .....	(3 dozen to case \$2.70)			.075	.10	25
Snider's Catsup, ½ pt.....	(New York City prices)			.104	.12-.15	13 $\frac{1}{3}$ -17 $\frac{1}{2}$

#### Men's Furnishings:

Beacon Shoe .....	2.25	3.00	25
Beacon Shoe .....	2.60	3.50	25 $\frac{1}{2}$
Beacon Shoe .....	2.85	4.00	28 $\frac{1}{2}$
Cross Gloves .....	1.18	1.50	21 $\frac{1}{3}$
Cross Gloves .....	1.24	2.00	38
Warner's Rust Proof Corsets..	.71	1.00	29
Warner's Rust Proof Corsets..	1.00	1.50	33 $\frac{1}{3}$
Silver Brand Collars .....	.09	.12 $\frac{1}{2}$	28
Silver Brand Shirts .....	.75	1.00	25
Ide Brand Shirts .....	1.04	1.50	30 $\frac{1}{3}$
Ide Brand Shirts .....	1.12 $\frac{1}{2}$	1.50	25

## The first clause in the contract which we accept from all our advertisers

TO THE J O. BALL ADVERTISING COMPANY  
68 WEST WASHINGTON STREET  
CHICAGO

Gentlemen:

With the understanding and agreement that you are not placing at the present time and will not place during the life of this agreement with us, any competing account,

Wouldn't you like to have an agreement of this kind with your agency? Suppose you asked them to accept this agreement; would they accept it, or would there be a flow of explanations and excuses?

Don't you think it would pay to do business with an agency that accepts contracts of this kind exclusively?

**The J O Ball Advertising Company**  
**68 West Washington Street Chicago**

## PRINTERS' INK

Articles.	RESTRICTED			UNRESTRICTED		
	Price paid by retail.	Consumers' Price.	Approx. per cent profit.	Price paid by retail.	Consumers' price.	Approx. per cent profit.
Ide Brand Shirts .....				1.37½	2.00	31
President Suspenders .....				.35½	.50	29
Neckwear .....				.37½	.50	25
Paris Garters .....				.33½	.50	33
Paris Garters .....				.15	.25	40
Pajamas .....				.71	1.00	29
N. B. Umbrellas .....				.75	1.00	25
B. B. Bathrobe .....				2.50	3.50	29½
Monarch Belts .....				.35	.50	26
Monarch Belts .....				.37½	.75	50
Onyx Hosiery .....				.18	.25	28
Onyx Hosiery .....				.23½	.35	33
Merode Underwear .....				.35½	.50	29
Merode Underwear .....				.70	1.00	30

*Hardware:*

Gem Jr. Razor .....	.75	1.00	25	....	....	....
Carborundum Stones .....	.75	1.25	40	....	....	....
Ever-Ready Razor .....	.75	1.00	25	....	....	....
Moore Push Pins .....	.75 doz.	1.20 doz.	37½	....	....	....
Asbestos Sad Irons No. 150 .....	1.50	2.25	33½	....	....	....
Asbestos Sad Irons No. 80 .....	1.00	1.50	33½	....	....	....
No. 3 Stanley Plane .....				1.00	1.36	26½
Starrett Caliper .....				.48	.64	25
Starrett Micrometer .....				4.05	5.00	19
50 ft. Steel Tape Measure .....				1.87	2.62	28½
Cotton Waste .....				.07½	.08¾	14
Dodge Pulley .....				4.32	5.70	24
No. 14 Stillson Wrench .....				.57	.81	30
No. 3 Blount Door Check .....				3.00	3.75	20
½" Manila Rope .....				.07½	.12	37½
Phiia. Lawn Mower .....				4.00	6.00	33½
Rubberset Brushes .....				1.00	1.50	33½
Atlanta Wash Boilers .....				1.00	1.50	33½
Three-In-One Oil .....				.15	.25	40
Major's Cement .....				.10	.15	33½
Liquid Veneer .....				.33½	.50	33½
Japalac .....	.27	.45	40	....	....	....
Yale Night Latch .....				.92	1.25	27
Yale Locks .....				1.00	1.35	23½
Welsbach Mantles .....				.06	.10	40
Welsbach Mantles .....				.09	.15	40
Welsbach Mantles .....				.18	.30	40
Le Page's Glue .....				.08	.10	20
Le Page's Glue .....				.15	.20	25
Le Page's Glue .....				.12	.15	20
Le Page's Glue .....				.20	.25	20

*Stationery:*

Venus Pencils .....				.05½	.10	45
E. Faber Mongul .....				.04	.05	20
Spencerian Pens .....				.72 gr.	1.00	28
Stafford Ink .....				.42 qt.	.60	30
(In the West the price of ink per quart is usually 75c.)						
Simplex Pencil Sharpener .....	.06	.10	40	....	....	....
Alexis Bond .....				.15	.19	21
Alexis Ledger .....				.15½	.19½	21
Stratford Cover .....				3.75	5.00	25
Y. & E. Cabinets .....	2.10	3.00	30	....	....	....

*Sporting Goods:*

Spalding League Ball .....	1.00	1.25	20	....	....	....
Peck & Snyder Skates .....	.40	.75	46½	....	....	....
Smith & Wesson Revolver .....	13.00	15.50	16	....	....	....
3 A. Kodak .....	13.33	20.00	33½	....	....	....
Kodak Films .....	.13½	.20	32½	....	....	....
W. & D. Tennis Ball .....	4.25 doz.	5.00	15	....	....	....
W. & D. Tennis Racket .....	6.00	8.00	25	....	....	....
Edison Phonograph .....	10.50	15.00	30	....	....	....



Article.	RESTRICTED			UNRESTRICTED		
	Price paid by retail.	Consumers' Price.	Approx. per cent profit.	Price paid by retail.	Consumers' price.	Approx. per cent profit.
Columbia Graphophone .....	15.00	25.00	40	.....	.....	.....
Iver-Johnson Revolver .....	4.00	6.00	33½	.....	.....	.....
Gillette Razor .....	3.75	5.00	25	.....	.....	.....
Seed Dry Plates .....	.....	.....	.....	.80 doz.	1.10	27
Stanley Plates .....	.....	.....	.....	.50	.55	9
Photo Albums .....	.....	.....	.....	.50	.85	41
Stereopticons .....	.....	.....	.....	39.00	65.00	40
C. C. Tennis Ball .....	.....	.....	.....	1.80 doz.	3.60	50
Tennis Racket .....	.....	.....	.....	4.25	7.00	39
Eureka Golf Ball .....	.....	.....	.....	.15	.35	57
Anasco Cameras No. 1 .....	.....	.....	.....	3.34	5.00	33
Gyko Paper .....	.....	.....	.....	.20	.30	33½
Anasco Films .....	.....	.....	.....	.15	.20	25
Union Hardward Skates .....	.....	.....	.....	1.00	1.25	20
Electric Flash Light .....	.....	.....	.....	.21	.30	30
Fishing Rods .....	.....	.....	.....	.85	1.25	32
Thermos Bottles .....	1.50	2.00	25	.....	.....	.....
Keen Kutter Knives .....	4.00	6.00	33½	.....	.....	.....
Keen Kutter Camp Axe .....	.....	.....	.....	.33	.50	34
Klaxon Warning Signal .....	26.25	35.00	25	.....	.....	.....
Klaxonet .....	15.00	20.00	25	.....	.....	.....
Ingersoll Watch .....	.75	1.00	25	.....	.....	.....

## Drugs:

Alcohol Stove .....	.....	.....	.33½	.50	33½
Sanatogen .....	.75	1.00	25	.....	.....
Miles' Medicine .....	.66	1.00	34	.....	.....
Vinol .....	.....	.....	.70	1.00	30
Williams Shaving Stick .....	.....	.....	.16	.25	36
Jersey Cream Soap .....	.....	.....	.11	.15	26½
Prophylactic Tooth Brush .....	.164	.25	34	.....	.....
De Wilbus Atomizer .....	.66	1.00	34	.....	.....
Sanitax Brushes .....	.70	1.00	30	.....	.....
Eskay's Food					
(Large size—list price 75 cents, but sold in some places as low as 60 cents.)					
In dozen lots .....	.....	.....	.541	.60-.75	10-28
\$12 worth at a time .....	.....	.....	.467	.60-.75	22-38
\$25 worth at a time .....	.....	.....	.454	.60-.75	24½-40
Palmolive Soap .....	.....	.....	.07	.10	27
Hot Water Bottles .....	1.00	1.50	33½	.....	.....
Fountain Syringes .....	1.00	1.50	33½	.....	.....
Ice Bags .....	.90	1.35	33½	.....	.....
Lyon's Toothpowder .....	.....	.....	.15½	.25	38
Belladonna Plasters .....	.....	.....	.8½	.15	43½
Inf. Syringes .....	.37½	.50	25	.....	.....
Box Paper .....	.....	.....	.30	.50	40

EXPORTS TO SOUTH AMERICA  
LEAPING

Exports to South America have shown a phenomenal gain in the fiscal year which ends with the month of June. Prior to 1911 the total value of exports to South America had never reached \$100,000,000. In 1911 the total was, speaking in round terms, \$109,000,000; and in the current fiscal year, which ends with the present month, it seems likely to be about \$135,000,000, having more than doubled since 1905.

Argentina is the country showing by far the largest gain in our exports to South America. The figures now available in the Bureau of Statistics of the Department of Commerce and Labor indicate that the total exports to Argentina for the complete fiscal year will amount to about \$55,000,000, against \$23,500,000 in 1905, having thus considerably more than doubled in the period in question.

To Brazil the total exports for the fiscal year will exceed \$30,000,000 in value, against \$11,000,000 in 1905. To Chili the total for the year will amount to about \$15,000,000, against \$5,500,000 in 1905.

This increase in exports to South America, while occurring in a large number of articles, is especially notable in lumber, leather, mineral oils and railway material.

## SEATTLE AGENCY ORGANIZED

Announcement is made of the organization of a new advertising agency—the Izzard-Jacobsen Company, of Seattle. The agency is new in name only, the individuals comprising it having been associated with the White Advertising Bureau for the past several years; A. J. Izzard in the capacity of general manager, H. Jacobsen as sales manager, and Mrs. M. C. Chandler as superintendent.



# THE SUNDAY RECORD-HERALD SPECIAL FEATURES

PART FIVE

CHICAGO, JUNE 2, 1912

SIXTEEN PAGES

IN THIS SECTION	
The Social Side of Life	..... 10
Women and the Ballroom	..... 11
Games for Bridge and Squash	..... 12
News: Wall, Graham's Buggy, etc.	..... 13
The People's last hour at DuSable Cemetery	..... 14
The Chicago Bears at the Stadium	..... 15

## KE FLANNERY ON POLITICS

By **ELLIS PARKER BUTLER**. Author of "Pigs Is Pigs," Etc.

THE PITTSBURGH SUNDAY POST, MAY 26, 1912.

### MIKE FLANNERY'S

by **Ellis Parker Butler**

### CAMPAIGN NEWS

The "Pigs Is Pigs" Express Agent, Gives His Assistant Some leads information on the Colonel's and the President's Campaign Managers.

"It's a Fight 't See Whether th' Fat Man, or th' Wild Man or Oyster Bay Drives th' Suggest Crowd."



After Roosevelt's victory, how much up when he reaches victory? They don't know. The way William McKinley got th' job as manager th' steam-roller as Holy War was different. Back in 1900, four years ago, McKinley combined th' allied forces as Joseph. Little eagle-eyes. Cannon, Hanna, Foraker, from th' hands as th' Mahan, William Hughes as New York, as Thompson. La Follette as Chastaigne, on th' platform, anybody's best. Tell the rest from the platform, that's all. McKinley, too, but

JULY 1912  
PRICE 15 CENTS

# THE RED BOOK

MAGAZINE

## A genuine letter from a salesman to his firm

Scott Paper Company,  
7th and Glenwood Avenue,  
Philadelphia.

Gentlemen:

Enclosed please find a card from Frank J. Dick of Oberlin, Ohio. While talking the advertising over with Mr. Dick and explaining the line in general we came to the advertisement in Good Housekeeping Magazine, so he gave me a very nice order, stating that Good Housekeeping Magazine was one of the best advertising mediums for the grocery trade in this particular town.

Now if the Good Housekeeping Magazine people are going around to the grocers with this kind of a proposition, which certainly is a good boost for our line, we should get next to all the stores which have taken up this proposition the same as Mr. Dick. It means not only good sale but will be put across the counter to the consumer a great deal quicker and better than stores which have an indifferent attitude towards advertised goods.

Very truly yours,

(Salesman).

---

Ask us for the booklet, "Re-advertising Your Advertisement," that tells how *your* salesmen can cash in on your advertising.

Good Housekeeping  
Magazine

New York

Boston

Washington

Chicago

*The Largest Class Publication in any Field*

Present rate: \$2 per line

## DISTRIBUTION WASTE AND HIGH COST OF LIVING

MANUFACTURERS MUST SOLVE PROBLEM OF ELIMINATING USELESS STEPS IN GETTING GOODS TO CONSUMERS—TOO MUCH TAKEN OUT OF CONSUMER'S DOLLAR WITHOUT RETURN—DEALER DOES NOT KNOW HIS FUNCTION IN FIELD OF MERCHANDISING—PRINCIPLE OF EFFICIENCY MUST BE EXTENDED FROM FACTORY TO SELLING—PORTION OF CONVENTION ADDRESS

*By Melville W. Mix,*

Pres. Dodge Manufacturing Co., Mishawaka, Ind.

In these times of referring to the high cost of things we very naturally seek an explanation of the cause.

After looking over all of the features of production, it is apparent that that end of the business is in a comparatively good state of development. Executive committees, shop committees, boards of experts are giving careful consideration to items that represent no more than one dollar saving on a two thousand dollar automobile, or ten cents on a lumber wagon.

Motion studies are becoming common and productive elements are being worked down to the nicety of a gnat's eyelash. But how about the distribution costs? Are we giving the same consideration to the fractional costs in the field?

We observe the many hands through which, according to our present more or less prevalent system of merchandise distribution, these goods must pass, the actual expenses incurred, the profits exacted for each handling process, and we find ourselves wondering how much of it is really necessary to accomplish the work of putting into use or consumption by the consumer that which is produced for him by the manufacturer.

The consumer, from whom all blessings flow, finds every detail of his want-producing nature worked to a frazzle.

His desires operate at about one hundred per cent efficiency, thanks to double page spreads, miles of bill boards, artistic follow-ups by mail, etc., but when he endeavors to gratify his desires he finds a wide discrepancy between his income check and what he really gets for it.

Evidences on every hand indicate that he is really giving some thought to the whys and wherefores of this reduced purchasing power.

With a low cost of production there seems necessarily to follow a high cost of distribution, and there is a large discrepancy between the piece of the dollar that the manufacturer gets and the pieces that are clipped off between that point and where the consumer comes into the game.

If an article is being placed in the consumer's hands at ten dollars or ten cents that could just as well be placed there for eight dollars or eight cents, allowing for the essential and legitimate costs along the line, then there is surely room for improvement.

Not only do we decrease the purchasing power of the consumer—including the range of his purchases—but we encourage the development and growth of a parasitic population that would be far more beneficial to the community if they were tilling the soil, raising poultry or stock, or doing some other useful things for the lack of which we now pay high prices through limitation of supply rather than excess of demand.

In short, there are too many merchants not only retailers but wholesalers; there is too much lost motion in selling and reselling, shipping and re-shipping; and every time the goods are handled on goes an extra to the price, which does not add to the value of the article to the consumer. Now, it may be that all of these motions are necessary. I do not say they are not, but I do claim that there are too many people making these motions, and they all seem to be wanting pay for their services whether they are necessary or not.

The more of them there are in a given community or trade the more expenses, such as rents, wages, taxes, insurance, interest, etc., have to be met. Ask any merchant if there are not too many in the distributing markets; he is sure to say yes. Of course, it is always the other fellows that ought to get out—but that does not alter the fact that the excess of shopkeepers is recognized. The problem is to eliminate waste, or reduce its sting.

If ten or twenty per cent of every householder's purchase could be diverted to purchase other things than those to which he or she is limited because of the excessive costs due to uneconomical distribution more or other purchases could be made, thus spreading prosperity by utilizing waste.

This is a more serious menace to the future business of this country, to my way of thinking, than is the subject of circulation, space position, the selection of colors for a new poster, or the study of how to sell goods without a teacher.

The average dealer has but a limited idea of his function in the great field of merchandizing.

He does not know what he should do to earn his toll and he needs education. The whole subject of merchandising distribution needs a more careful and scientific analysis than any of us have seemed to think it necessary to make.

A great howl goes up about mail-order houses, and I am not here to defile or defend them. I do say that there must be some reason for this great development in business, and it strikes at a part of our distributing methods that needs attention.

From the consumer's standpoint, whether rightly or not, he sees a greater effectiveness for his dollar, he sees more merchandise for less money, he sees his income covering a larger number of his wants.

That is the reason for a certain mail-order house in Chicago opening a mail one day last November that contained over a

million dollars of real money, paid in advance for its merchandise, the average order being about nine dollars each.

As between the consumer and the producer I am told that this averaged only from eighteen to twenty per cent over factory costs—plus the costs of transportation and inconvenience of delay.

I may be wrong in my deduction, but I believe this new phase of merchandise distribution finds its impetus in the light that is dawning upon the consumer that he is not getting value received for the slices of the dollar that are being taken off at the numerous points of turn-over between him and the factory.

You, gentlemen, can do no greater service to your country and your clients than to give the same careful consideration to the elements of merchandising that are being given to the production of merchandise.

The principle of efficiency is well defined as being the relation between the determined standard and the actual performance.

In production, it is not difficult to determine some standard for every turn of the hand or wheel, and measure results thereby.

No consumer can enter complaint as to the excellent development being made along that line and the percentage of his dollar that is being legitimately used in the productive end.

In the field of distribution, however, there are no standards—some say that such a thing is impossible. That may be true as a general statement; but in just the same way as standards are adopted in all of the processes of production, so may like standards be established for the various elements of distribution.

They must be established by the distributors that are interested in maintaining our present system of merchandising, or the consumer will step in and establish them through the various channels of mail-order houses, syndicate buying, co-operative stores, or otherwise.

You may be able to delay the ultimate successful development of these lines of relief, but until you can show real money value for the pieces of the dollar that are picked off for expenses, profit and service, between the producer and the consumer, the last named will soon be using resources to save his neck and his dollar through other channels.

It will not be my purpose to enter into any of the details of what is necessary to be done to offset the spirit of unrest that prevails throughout the consumer field, which is finding its relief to a certain extent in the cry for government supervision, government ownership and other paternalistic and socialistic doctrines.

We must stop and consider. We must look to such standards of efficiency, through the attainment of which the consumer's dollar will spread over more merchandise and needed comforts, thus bringing prosperity to the masses.

#### IDEALS TO MAKE MEN WORK

If, as Harrington Emerson has said, men must have ideals or they cannot do good work, then let us work for an ideal in the distribution of merchandise that will stand for efficiency.

Make the right goods at the lowest price consistent with the quality or grade desired, and endeavor to market them so that in the final analysis—in terms of dollars and cents—the cost of the various steps of production and distribution does not become an unnecessary burden upon the consumer, for whose use and benefit they were made.

The time is now ripe for continuing that process of cost reduction out beyond the factory shipping door—watching the useless waste of dollars, dimes and pennies down to the last buyer, the real consumer.

When those efficiencies become ideals then we will have completed the chain that will place in the hands of the user, at a lower cost, the very same article, intrinsically worth no more than when it left the factory door.

## Forward

Beginning with the November, 1912, number, the advertising rate of The Ladies' World will be \$3.50 a line.

This is based on a guaranteed average circulation for the year of 700,000 copies per month, 95% net paid.

This guarantee is rebate-backed.

Orders received up to and including Sept. 5th, 1912, which definitely specify months which are to be used, may carry the \$3.00 rate up to and including the February, 1913, issue.

THE  
LADIES' WORLD  
NEW YORK

## MAKING SIX SALES WHERE ONE GREW BEFORE

HOW A COMBINATION BOX OF PAINT NOT ONLY INCREASES THE SALES BUT EDUCATES HOUSEHOLDERS TO NEW USES—EDUCATING THE CUSTOMER TO THE REAL VALUE OF THE PRODUCT—EASIER FOR THE DEALER TO MAKE ONE SALE AT A DOLLAR AND A HALF THAN SIX AT THIRTY CENTS

*By John P. Wilder.*

A good many manufacturers have learned that it is possible to increase the sales by grouping a number of allied products in a combination which is sold at a single price. Thus the book people have learned to sell books in "sets," the piano-player men have grouped music rolls according to composers, special programmes, etc., and the makers of twine, tags, mucilage, etc., have sold many "household boxes."

But those are things which group themselves quite naturally together. The person who uses one article of the combination knows all about how to use the others. There is no special appeal in the combination to get people to use more of the same kind. But there are possibilities in the combination to get people to use more, by educating them to new uses, and to new values.

Ernest T. Trigg, general manager of John Lucas & Co., paint and varnish makers, Philadelphia, states that in spite of the wide advertising of paints for household use, extending over a period of years, not two per cent of the possible market has been effectively reached.

There are two principal reasons for this: first, the householder has not been taught the value of paints as a protection against rust and wear, or the effectiveness in a can of enamel for giving old articles of furniture new leases on life; and, second, the housewife has not learned that it is quite possible for her to apply the paint successfully with her own hands.

The public has been told those things often enough—everybody

who reads the magazines knows that—but only about two per cent have learned that they are true and have acted upon the knowledge. Paint is still looked upon by the vast majority of householders as a means of decoration or ornamentation rather than positive insurance against the ravages of time—a luxury rather than a necessity. And the idea that a "painter" is necessary to apply the paint persists. So the public continues to buy new furniture when, in many cases, it is quite possible to make the old last a long time.

Unquestionably those facts point to a large market for paint which has never been reached, a much larger market, in fact, than that which has been cultivated in the past. The market was there, plainly visible without glasses, and the only problem was the problem of reaching it. John Lucas & Co., indeed, had been going after the market for prepared paints many years, but their efforts, combined with the efforts of all the other prepared paint manufacturers, had succeeded in securing only two per cent of the possible aggregate. It seemed to the Lucas people that it ought to be possible to make a better showing than that, and the Lucas "Home Helps" campaign is the attempt to do it.

Fourteen separate and distinct varieties of the product were taken and grouped under the title of "Lucas Home Helps."

Six of the fourteen, representing those products in most general use, have been grouped in a box, which is sold as a unit under the title of "Lucas Home Helps Combination Box."

Each of these fourteen had been advertised separately, and sold separately. They represented fourteen different things for which advertising had to be prepared, distribution secured and maintained and dealer helps issued. It meant in the long run much duplication of effort, and an appropriation split up into fourteen parts, going in fourteen different directions. The combination box, however, sells to the dealer at a uniform price of one dollar, which



The one medium necessary to reach  
the prosperous New England farmers



Springfield, Mass.

### The Leading Farm Weekly of New England

There is no easier or surer way to get the farmers' trade throughout New England than by advertising in the *New England Homestead*. It is the New England States edition of *Orange Judd Weeklies*, and is a power among the prosperous farmers' families.

For density of circulation, for editorial leadership, for confidence in its advertisements, for the purchasing power of its readers, for the extraordinary results obtained from advertising in it, the *New England Homestead* is absolutely unique.

## 55,000 Circulation Weekly



guaranteed under a sworn statement. *New England Homestead's* circulation is larger than *all the other weekly* agricultural papers printed in the New England States combined.

How well it pays advertisers is best proven by the character and volume of advertising carried. The *New England Homestead* carries the announcements of the most successful general, as well as agricultural, advertisers.

Address nearest office for sample copies and advertising rates  
of this leading Farm Weekly—NEW ENGLAND HOMESTEAD

### ORANGE JUDD COMPANY

1209 Peoples Gas Bldg.  
Chicago, Ill.

601 Oneida Bldg.  
Minneapolis, Minn.

315 Fourth Ave.  
New York, N. Y.

1-57 Worthington St.  
Springfield, Mass.

is just about what the contents would cost him if purchased separately at wholesale. The extra

to the dealer's interest to show her the combination, no matter which of the six articles she asks



MOTION WINDOW DISPLAY, OPERATED BY CLOCKWORK.  
THE HEAD AND ARMS OF BOTH FIGURES MOVE

cost of carton, packing, etc., can be absorbed by the company because of the saving effected by cutting out duplication of effort. The consumer gets the combination for a dollar and a half, about ten per cent less than she would have to pay for the six articles separately. The dealer makes a fifty-cent profit instead of an eight or ten-cent profit, since it would hardly be possible for him to sell all six articles taken at random from his shelves to a woman who came in and asked for a can of white enamel. It does not take great salesmanship, however, to sell her a box which contains the white enamel together with five other things she is likely to need.

This means, of course, that the advertising appropriation can be concentrated upon one thing, and the problem is to get the consumer, as rapidly as possible, to ask for "Home Helps" when anything in the paint line is needed. It is not absolutely necessary, however, that she actually mention the combination name, since it is

for. But the consumer advertising is laying great stress upon the new name, as a convenient peg upon which to hang the arguments and to urge the reasonably priced boxes as good things to have in the house for use when wanted.

But by far the greatest force of the campaign is being brought to bear upon the dealer, showing him how he can cash in upon the greater market which the new combination will open up.

Of course, it is highly important that in the change from many products to one combination of products the prestige

and reputation already gained for each separate product shall not be sacrificed. For this reason the labels upon the cans have not been changed, either upon those six products in the combination box or upon the eight which are still sold separately outside it. But it is just as important that the whole fourteen may be identified as "Home Helps," and for this purpose a sticker is attached to each can, which reads: "Use Lucas Home Helps and Be Happy." That wording was chosen because it makes it possible to use the labels as price-tags, etc., not directly upon the goods making up the line. A white space is left in the center of the label for marking figures, and the labels are furnished to dealers in quantities for use as price-tags. A good many dealers are already using the stickers as envelope seals and package stickers, and as a similar label appears on every can the identification value is fairly complete.

Another means of identifying the products as parts of the

# Think!

It will pay you to think over the number of things that you buy for yourself, your home and your children. You buy your own jack-knife, your own hat, your own shoes, ties and collars, but *nine chances out of ten your wife at least has a voice in the purchase of everything else for you*, for your home and your children. She is the family purchasing agent.

THE LADIES' HOME JOURNAL will sell your goods to more than 1,750,000 of these family purchasing agents, in more than 1,750,000 prosperous homes.

THE LADIES' HOME JOURNAL is not bought by every woman. The poor woman does not buy it. She would have to pay a minimum of \$1.50 a year for it, and she could not receive a platter for the table, a picture for the wall, trading stamps, or any other kind of premium with it.

Of course, the illiterate and foreign-speaking woman cannot read it, and the woman without responsibility finds it least helpful, but the woman with a family, the woman whose business it is to make a house, a bungalow, or an apartment—a home for her husband and children—finds it a constant guide, help, comfort and inspiration in her vocation.

Representing a prosperous family in her purchases, her *wishes* become her dealer's *commands*.

Think then of the quality of the consumer influence of this magazine with its more than 1,750,000 prosperous family purchasing agents, of the quantity of this quality, and solving for X in the equation, you will find the tremendous dealer influence of THE LADIES' HOME JOURNAL for your goods.

**The Ladies' Home Journal**  
Circulation, more than 1,750,000

**The Saturday Evening Post**  
Circulation, more than 1,900,000

"Home Helps" group is the tin shelf strip which is nailed on the front edge of all shelving which contains Lucas products. The only words which appear upon the shelf strip are "Lucas Home Helps," and the strips are enameled in green and white corresponding to the coloring on the paint can labels, and the stickers.

The whole campaign is a campaign of education—to persuade the other ninety-eight per cent that they can use paints with profit and success; so the chief piece of printed matter is the sixteen-page book which is packed in every combination box, and sent to lists of customers furnished by the dealers.

The text matter lays more emphasis upon the actual money-saving value of paints, and less upon the beautifying value, though the latter is not lost sight of. The book is made as practical as possible, telling what kind of a brush to use with different kinds of paint; how long it takes the various kinds to dry; gives the covering capacity of different-sized cans—information that the household consumer of paint does not generally get. The books are envelope size, and dealers are urged to use them as envelope stuffers.

The usual electrotypes for local newspaper advertising are furnished to dealers, together with a ready-made ad service which will prepare small ads for dealers on special topics, or furnish separate cuts without reading-matter which the dealer can use in his own way.

Two distinct window displays are provided, one which does not mention "Home Helps" by name but which features the individual products, and one which directly features the new name. Window strips are used for the former, in connection with cans of the product, while the latter is a motion display which is loaned to the dealer for a period of two weeks. It shows a man painting a floor from a can of floor paint, while his wife is finishing a chair with walnut varnish stain. The heads and arms of the figures move by clockwork, and the effect is to show the customer as near as may

be without an actual demonstration that the product can be used with success by anybody.

The combination boxes are being pushed by means of a premium offer to the dealer's clerks. In each combination box a certificate is packed, which is to be retained by the clerk making the sale. On the back of the certificate is a blank to be filled out with the name and address of customer to whom the box was sold, the name of the salesman and the name of the dealer. The company's premium catalogue lists articles which may be obtained for from five certificates up, a list of more than a hundred different articles. By redeeming the certificates the company not only gets a list of dealer's clerks to follow up by mail, but also a list of consumers. Mr. Trigg says that the premium plan is not only making the clerks take every opportunity of selling the combination boxes in the store, but is enthusing them to the point of doing a little extra hustling in the evenings, and is making better salesmen of them by getting them to talk the goods outside the store.

On one aspect of this campaign Mr. Trigg is particularly emphatic. In spite of its pronounced success in the comparatively short time it has been in operation, it is not taking business away from any competitor. It is creating new business, educating the consumer to the point of trying her own hand on several little jobs and showing her that she can be successful. Thereupon she becomes a steady customer for the paint dealer. In fact, the only people this campaign seems likely to take business away from are the furniture dealers.

#### VETERAN ADVERTISING MAN DEAD

Henry Clay Wood, for eighteen years auditor of the New York *Evening Post* and an employee of that newspaper for thirty-five years, died on June 19. Mr. Wood, who was sixty years old, began his newspaper work with the old *Commercial Bulletin* and later was advertising manager of the *Argus* until the Brooklyn paper was sold to the *Brooklyn Union*, now the *Standard Union*. Mr. Wood went to the *Post* in 1877 as an assistant in the ad department.

# Technical Paper Advertising Is Direct and Wasteless

Some advertisers still confuse technical papers with trade papers.

As a matter of fact, there is as much difference between them as there is between a druggist and a civil engineer.

Trade papers go to dealers in certain products—

Technical papers direct to users of certain products—

Advertisers in the Hill papers appeal directly to possible buyers of machinery and equipment used in metal mining, engineering construction, machine shops, power plants and coal mining.

They reach these fields wastelessly—

Because no man reads and pays for a technical paper unless he is interested in the business it represents.

If you have a product used in one of the fields mentioned above advertise it direct and wastelessly in the technical papers of that field.

If you want our co-operation in preparing a complete campaign and copy, write to our "Make-It-Pay" Department.

**Hill Publishing Co.**  
505 Pearl Street New York City

**T**HE five great quality circulation engineering papers of the Hill Publishing Co. are:



*The Engineering and Mining Journal (1866)*

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

*Engineering News (1874)*

The Standard Paper of Civil Engineering. Circulation 19,000.

*American Machinist (1877)*

Devoted to the Work of Machinery Construction. Circulation 25,000.

*Power (1880)*

Devoted to the Generation and Transmission of Power. Circulation 29,000.

*Coal Age (1911)*

Devoted to Coal Mining and Coke Manufacture. Circulation 7,500.

## DATA GATHERING AS AN AGENCY MAN SEES IT

ADVERTISING MAN MUST BE WALKING INDEX OF INFORMATION—CHALLENGE TO THE MAGAZINES TO DO THEIR PART IN GETTING DOWN TO FACTS REGARDING THEIR READERS

By *W. B. Swann,*

Of the Mahin Advertising Company's Copy Staff.

A very successful librarian in a city in Eastern New York was once complimented on his wonderful education by a gentleman who had repeatedly come to him for information on most unusual subjects and never once had been "turned empty away."

"I am not wonderfully educated," retorted the librarian. "I do not know—but I do know how to find out."

"How to find out" is the magic secret of many an ad man's versatility. The day of glittering generalities is passed. No longer can brilliant word maneuvering take the place of facts.

The ad writer must *know*. To know he must know how to find out. It would require a man who was a triple T. R. dynamo of energy with seventy-six hours a day to spend at his business to keep in mind all the thousand and one things that the advertising writer must take into consideration.

To do the next best thing, to know where to get just the information that is wanted, is handled by different men in different ways. One of the most successful is the data file, where all the clippings which seem worth while are kept and classified ready for quick use. Whatever system of keeping data is followed, to be able to draw upon widely scattered sources of information calls for a peculiar training of one's memory and an almost unlimited amount of reading.

The successful copywriter must be a sort of walking index, with ears and eyes always alert for impressions to store away for use when wanted. When there isn't time to stop for thorough investigation, get the gist—get the im-

pression, as it were; some day you may need it. If you remember where you saw it you can trace your investigations as far as you please.

It is remarkable from what unexpected sources information often comes to fill a needed niche in an ad or an article. A few days ago I prepared a publicity article in the interest of a carriage manufacturer. As a matter of curiosity, when the article was done I traced out the sources of information on which I had drawn.

And here are the sources so far as I could determine them: An editorial in the Chicago daily *Post* several months past, a recent article in *PRINTERS' INK*, a government report, a letter from the advertiser, a scene which I had observed several years ago, and a talk with one of the young men in our office who was farm-bred. Six traceable sources of data in one small article!

The writer has found the gathering of data, so far as the customer and his article is concerned, fairly simple. Heart-to-heart sessions with the man behind the sales, a few days on the road with the salesman, a still hunt in the stores where the article is distributed and in the crowd will turn up a wonderful wealth of information drawn right from the heart of a business.

My biggest difficulty—and here is where I believe the publishers have missed a great opportunity—is in knowing just how to tell my story to the readers of the publications. Many times I don't know to just what kind of people I am talking.

I have had the privilege of finding out how many of the readers of certain papers use Quaker Oats, Gold Dust, Ivory soap or Gillette razors, etc. I know what tooth powder is used, what massage cream, what toilet soap. But suppose I am writing a campaign for a prepared soup—just whom am I to convince through the pages of a given woman's magazine, for instance? Am I to convince mostly a class of women who do their own cooking or a

class of women who have maids. It would make a difference in the point of contact and the appeal.

Suppose I am advertising a vacuum cleaner. How many readers live in "electric" cities and towns, how many have day electric current?

Suppose I have a portable fire-proof garage and am considering *The Literary Digest*. How many readers have cars? How many keep their cars in public garages? How many in wooden sheds or barns? How many own homes? How many pay rent? All these are vital points to the garage advertisers.

Suppose I have a flour? How many of the readers bake their own bread? How many use gas ranges, how many use coal? Will my appeal be educational—an effort to try to win women back to baking? Or are there enough women still baking so that publicity advertising will keep them "buying"?

Suppose I have a paint that I

want to get women to spread on the kitchen floor or on the wood-work. How many of the readers rent? How many live in flats? How many own homes?

Specific, vital, meaningful questions similar to those I have mentioned are the burden of every live advertiser. There is too much aiming in the dark at readers. Too little knowledge of the real home life, of the real character of readers of the publications—too little data is available of the kind that will help the advertiser put the human touch in his appeal that at once gets the point of contact and gets a fair hearing.

And the magazines are not the only medium in whose use a thorough analysis of circulation would be a wonderful help. How much more valuable, for example, would be a leaflet showing the inside dope along the lines I have suggested and along other lines recently suggested in *PRINTERS' INK* as to how, for instance, the

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel**

readers of the *Chicago Daily News* live, than the startling fact that their amount of display advertising showed an increase of ten per cent for the month of June.

Is it too much to expect the magazines or newspapers to take the time and undertake the work of securing information of this kind from their readers? Would the readers object to being thus annoyed? Would they feel pestered, or would they not rather consider it a privilege to give the information desired, if the matter were put up to them in the following way by the publisher?

"We realize that, the nearer we get to the actual facts of just how our readers live and in what they are interested, just so much better can we give them the kind of reading matter that will be at once most interesting to them and most complete in helpfulness."

Much thought and time should be given to the proper arranging and classifying of questions. They should be plainly stated, so that answers could be given by subscribers in a few words. If handled wisely, such a blank would gladly be filled out by a large share of the readers. Human nature does not differ much in its essential attributes. All of us have problems in which we are particularly interested and about which we like to get other people's ideas.

Would the confidence of the subscriber be shaken by such an appeal? Not at all. The advertising pages are as much news—perhaps more so—than the other pages.

I took a copy of a certain magazine to read with me on a train last summer. The two articles in the whole periodical that appealed most to me were advertising articles got up in the shape of stories. They were better written and more interesting than most of the other stuff in the magazine.

The advertising pages of any magazine could be made even more interesting than they are if the tastes and needs of the readers were better known. The maga-

zine which would get out after first-hand information as to the tastes and traits of its readers could get a line on the right kind of questions to ask by inviting their actual and prospective advertisers to send in a list of questions on which they desired light.

Once in possession of the information, as the result of a list of incisive questions, can you imagine a more scientific and gripping way of soliciting an advertiser's business than being able to say, "You can see from the analysis of our readers that so many thousands of them have a place in their homes for your article"?

The lack of really intimate data regarding the clientele of magazines is to my mind one of the big wastes in advertising; the remedy presents so splendid an opportunity to the publications to help their mediums make good for advertisers that great progress is bound to be made soon in this direction.

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#### THE IMMEDIATE DELIVERY HABIT

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Manufacturers complain that distributors of their products are getting deeper and deeper in what they term the immediate delivery habit and that their customers have gradually changed their customs in buying, until they are carrying much smaller stocks at all times, excepting possibly when business is at the high points. By so doing they have effected an economy. Their overhead is less because less money is tied up in goods.

For the same reason they have increased the overhead of the manufacturer by this additional burden. The latter has had to evolve what is practically a new department, sometimes known as the "promise" department, the duty of which is to look after business which is broken up into various small shipments and in a general way to serve the conditions which have been created.—*"The Iron Age."*

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#### DEMONSTRATING TYPEWRITERS IN AEROPLANE

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Among the very first manufacturers to make use of the aeroplane as a place for demonstrating their articles are the typewriter companies. A French military expert recently carried an American typewriter up into the air with him and wrote a dispatch on it, taking twenty copies.



The way to a buyer's purse  
is through the home.

When you concentrate your appropriation in

## The Philadelphia Bulletin

it means that you have practically every Philadelphia family as your audience at one cost.

And it doesn't matter what your product is, if you reach the home you reach the individual.

Specific instances of the advantages of reaching the individual through the paper that is read by nearly everybody in Philadelphia are numerous—

A cigar manufacturer whose brand has been brought into prominence out of obscurity.

A bakery that has doubled its capacity.

Many manufacturers who have won a strong foothold in the Philadelphia Market, and countless others who blazed a trail to Philadelphia homes by concentrating in "The Bulletin."

If you "want Philadelphia" you need "The Bulletin."

May Circulation

**286,744** Copies  
a day

"The Bulletin's" circulation figures are net—all damaged, unsold, free and returned copies have been omitted.

**WILLIAM L. McLEAN, Publisher**  
CITY HALL SQUARE, PHILADELPHIA

CHICAGO OFFICE—  
J. E. Verree,  
Steger Building.

NEW YORK OFFICE—  
Dan. A. Carroll,  
Tribune Building.



An advertising man—and I think he is a *real* advertising man—says: “If I could be sure that every reader of a medium will look at my ads long enough to read the headline—well, he’ll get at least *part* of my story.”

It is supposed in this day and age that most people devote at least a “few minutes” to the “reading” of advertisements in the publications they glance through. I am afraid much of this belief begins and ends in the minds of those who want it to be so.

If you should leave advertising work and go to the farm, or into some other work remote from advertising, which would keep you busy, the chances are that you would give very little time to the reading of advertisements.

If you were in need of something likely to be advertised, you might look upon the advertising section of a magazine as a catalogue; otherwise you would have but little interest in advertising.

All readers of newspapers and magazines are most interested in their own special line of thought. Their interest in advertising as advertising can’t be depended upon for dividends.

Some people will read our advertising because it is our advertising. A thousand times larger number do not care a hang whether we have any advertising or not.

Often those are the people we want to have read our advertising.

Two million retailers, for instance, *should* be interested in sales book advertising. Fifteen hundred thousand of them are about as much interested as—well, as much as some of them are interested in scientific management—which (for your information) isn’t much.

You might yell “Sales Books” at them in seventeen colors of ink and every kind of type from Old English to Gothic without a ripple of interest.

But come down to earth and put something of interest to them into *one* easy-to-read, well displayed headline and they’ll take a day off to listen.



Have you decided to whom you *should* talk and do you know to whom you *are* talking through your advertising?

*The success of any advertising campaign hinges largely upon the placing of the proper story before the right people. Other features may modify or emphasize but are not basic.*

You can logically and practically divide all advertising mediums into two classes. One class puts up to you the proposition that you buy all the circulation they have so that you may reach that part of it, small as it may be, which may be interested in your commodity.

The other class, the newspapers, however, offers an advertiser the opportunity of reaching those people who are probable or prospective customers without paying for a bulk of circulation that is of no real value to him.

Newspaper circulation can be bought by cities and by classes. You can not only pick out just the locality you want to reach, but you can, to a great extent, select the very kind or class of people in that locality most likely to be interested in your business message.

And there is another striking difference between newspaper circulation and any other form of, so called, local circulation. While the out-of-doors folks try to tell you, we all know that there isn’t a scintilla of certainty about how many they reach and there isn’t any practical way of finding out. Newspapers, on the other hand, not only offer a tangible circulation figure but give you a line of readers from three to five times the actual press production.

And so whether your commodity is one that appeals to a man or woman, to the father, the mother, or the children of the family, you can reach the ones interested by the shortest, quickest and most economical route through good newspapers.

*We represent good newspapers in a score of the larger cities of the United States. “Known circulation” means a wealth of information not only about quantity but about quality, etc., which we have collected about these newspapers and have at your disposal, any time, any where.*

#### THE JOHN BUDD COMPANY

Newspaper Advertising Representatives  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

**"We are not using your class of Magazine this year" is a statement we often hear. Sounds much like a publication carrying advertising is a caprice of fashion, rather than a business necessity.**

We have maintained that there are a few magazines so preëminently strong that their use is always economically important.

We place the American Sunday Magazine in this class and give you sufficiently consistent reasons for so doing.

During the past nine months we have carried advertising, the appeal of which was directed at women. We paid the advertiser handsomely, not in one or two isolated cases, but practically in all.

During this same time there has been advertising of direct appeal to men. It paid, and paid well.

Our own appeal is a "mixed-sex appeal." It attracts and interests men and women—more than 2,000,000 of them.

These 2,000,000 men and women live in the area where merchandising is done in the greatest volume and with the greatest economy. They are located in communities in sufficient numbers to influence the dealer not only to buy advertised articles but to

enable him to move them from his shelves quickly and profitably.

Any advertising problem will stand analysis. So will any publication carrying advertising. It is the only way in which strength can be determined and weakness eliminated.

There are now at least eighty-eight general publications asking the advertiser for business. These eighty-eight publications have a combined circulation of 34,196,000 which must be distributed among the 15,438,225 literate families—an average of  $2\frac{1}{5}$  magazines to a family.

Unnecessary duplication is shown, and it calls for the elimination of the weak publications and the selection of the leaders of the various classes, if the advertiser desires to place his publicity on the most economical basis.

We will submit conclusive evidence to prove the American Sunday Magazine one of the leaders.

Beginning October 6, 1912, issued twice a month.

## American Sunday Magazine

*(Now Issued Monthly)*

23 East 26th St.  
New York City.

908 Hearst Building  
Chicago.

W. H. JOHNSON, Adv. Mgr.

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When you begin reading, the muscles of the eye slightly tighten, the eye is drawn slightly inward and the focus sharpens to a broad, dull point. In very difficult reading, as in the case of very small or faded type, the focus sharpens to a fine point, enabling you to see but a single word at a time, or, in extreme cases, but a single letter.

When you look at an ad which has half a dozen different displays, your eye is "pulled" at from so many different angles that it doesn't focus anywhere.



### The Chain of Communication

**E**ACH Bell Telephone is the center of the system. This system may be any size or any shape, with lines radiating from any subscriber's telephone, like the spokes of a wheel, to the limits of the subscriber's requirements, whether ten miles or a thousand.

Somewhere on the edge of this subscriber's radius is another who requires a radius of lines stretching still further away. On the edge of this second subscriber's radius is still a third, whose requirements mean a further extension of the lines, and so on.

This endless chain of systems may be diagrammed by a series of overlapping circles. Each additional subscriber becomes a new

center with an extended radius of communication, reaching other subscribers.

However small the radius, the step-by-step extension from neighbor to neighbor must continue across the continent without a stopping place, until the requirements of every individual have been met.

There can be no limit to the extension of telephone lines until the whole country is covered. There can be no limit to the system of which each Bell telephone is the center, up to the greatest distance that talk can be carried.

Because there are the fundamental needs of a nation of telephone users, the Bell System must provide universal service.

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES**

**One Policy      One System      Universal Service**

**AN AD TO START YOU READING**

It is all very well for ad writers to talk about readers digging into their ads to find out what the ads are about, but it is mostly "talk." People don't read ads just to find out what the advertiser wants them to know.

Some advertising men are prone to take themselves as examples without considering their "interest" in advertising. Their way of reading advertising isn't the general public's way.

Too many advertisers look upon the ad as an *end* instead of a means *to* an end. The number of people who read advertising for advertising's sake is still limited to advertising men and advertisers.

## Influence

Advertising in  
The Woman's  
Home  
Companion  
buys something  
more than  
space.  
It buys the  
influence of  
The Woman's  
Home  
Companion.

## HOW TO GET SALESMEN TO PULL IN THE TEAM

WHAT THE GOOD SALES MANAGER REALIZES IN DEALING WITH HIS FIELD MEN—CREATING A "COMPOSITE CONSCIENCE" TO WHICH SALESMEN ARE RESPONSIBLE—HOW THE HOUSE-ORGAN CAN BE EDITED TO MAKE THE MOST OF THE CAPACITIES OF THE FORCE

By *Tim Thrift*,

Adv. Mgr., American Multigraph Sales Co.

### IV.

A salesman, as a personal unit, can be argued with, pled with, threatened, coaxed or urged, and he will probably do in the end just what he intended to do in the beginning, if you do not so antagonize him that he is lost altogether.

But put him with other units, induce the larger unit to aspire, and he will work like a veritable nailer. The reason is simple.

As a part of that unit he is carried along by the enthusiasm and personal appeal of the majority. He is part of a cause. He cannot desert his fellows. The success of others, of his friends and compatriots, rests in proportion upon him. He realizes that he must do for others even when he would not do for himself. Thus he puts forth all his energy that he may stand well in the eyes of his com-

This is the concluding article of a series by Mr. Thrift on the general subject of team work in sales and advertising.

rades and win a place for his clan in the cause.

This accounts, in a measure, for the success many salesmen attain when put to work with others. Alone, with only themselves to account to, they make a failure, because they can so easily satisfy a personal conscience. But when that conscience becomes a composite one their pride comes to the fore and they put new vim into their work and create within themselves new incentive.

The good sales manager realizes these things in dealing with salesmen and plays his pawns on the board accordingly. So he calls to his aid such natural means as contests of various kinds to keep his force enthused and gingered up. While he ap-

peals to the mature mind of them with keen judgment, squareness and appreciation, he satisfies their boy nature with games of chance, making them the players and filling the side lines with interested spectators.

Articles preceding this have given the details of some of the sales contests held by the American Multigraph Sales Company, and have shown the team-work between the advertising and

sales departments in working them out.

The success of such contests in any organization depends entirely upon this factor of team-work. Whether the contests are originated by the advertising department, as in the instances given, or by the sales department, there must be perfect harmony and co-



March - Jared Month.



COVER OF HOUSE-ORGAN THAT TICKLED SALESMEN'S CURIOSITY



## Efficiency in Salesmanship is 100% Service to Customers

We ask you to estimate our capacity to serve you in your selling and advertising campaigns as you would estimate the ability of any man you consider for a position. You judge him by what he has done and is doing.

We will send you any one or all of the following on request: The January Welch Magazine, exhibiting the 1912 Welch's Grape Juice campaign; the Skylark Chocolate campaign, the Carnation Milk campaign, the Wayne Knitting Mills campaign, the Certain-teed campaign, and the Hamilton Corporation campaign.

Here you have a most interesting showing of our efforts in various mediums—newspapers, magazines, street cars, farm papers, trade papers, billboards and painted bulletins.

We claim that no advertising organization can be in a position to advise for or against different mediums unless it has present-day successful experience with them.

In addition to the campaigns mentioned above we will show you our work in many other campaigns—some of them confined to billboards exclusively, others to street cars, others newspapers, etc. What we want to demonstrate to you is how we not only serve our customers by planning and developing their campaigns but by knowing where those campaigns must be placed to bring the most business.

Mahin service is planned and executed upon the principle of increasing the efficiency of your salesmanship without increasing its percentage of cost.



Mahin service is individual, distinctive, personal.

It is unhampered. We protect and intensify our purchasing power by refusing to sell anything to any one from whom we buy for our customers.

Write, phone or wire us for an appointment in your office or ours—preferably in ours, for then you will get first-hand knowledge of the workings of our entire organization.

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### MAHIN ADVERTISING COMPANY

 JOHN LEE MAHIN, President  
WM. H. RANKIN, Vice-President      H. A. GROTH, Secretary   
1001 Monroe Building, Corner Michigan Ave. and Monroe, Chicago  
*Newspaper, Magazine, Farm Papers, Trade Papers, Street Car, Poster and Outdoor Advertising*

operation between them or the greatest good cannot result.

In every concern there must be a perpetual fount of enthusiasm. It is well if the general sales manager be that fount, though it is not essential. Some mighty competent sales managers are not of the type that effervesces. They are too good sales generals, however, not to appreciate the value of that enthusiasm in their work, and so they have a man (or men) with whom you furnishes that particular kind of energy.

In establishing such a power-plant of energy it is well to bear in mind that there are two kinds: one furnishes a strong, clear current of high voltage that turns things, and the other consists principally of froth and hot air.

Enthusiasm of the right sort cannot be manufactured and purveyed successfully. The source from which it emanates must be natural. The man himself must be of an enthusiastic temperament; he must be naturally buoyant and optimistic; he must possess that peculiar thing we call "ginger," which makes him what we term a "live wire."

Manufactured enthusiasm is short-lived; it has a false note in it which those we seek to inspire are quick to detect. They soon perceive that it lacks earnestness—that the source itself is of little faith. Hence instead of working good it works positive harm. In creating an insincere atmosphere it brings with it a distrust which is invariably disastrous.

But once let real enthusiasm

take hold and it sweeps all before it. It is the greatest single force in getting the most out of a sales organization, for it puts new confidence into the men, it instills fresh courage, it creates new heart, it glorifies the work and makes sacrifices positive sacraments.

One medium for the dissemina-

### THE GINGER JAR 3

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MULTIGRAPH WINS A.A.C. 1913 CONVENTION FOR BALTIMORE

D. S. M. Sanders Floods the Convention with Multigraphed  
Baltimore Advertising and Wins the Day against  
Toronto—Publishes Daily Paper Enroute

By Special Correspondent F. C. Hill.

Dallas Tex., May 25: The Associated Advertising men struck Dallas with a Bing-Biff-Bang this week and right up in the front row was Live-Wire Harry Sanders of Baltimore with a following of 300 hilarious Marylanders. The Oyster City Boys took the hearts of all the 3000 delegates by storm. As soon as they had set foot in Dallas they proceeded to paint the town red.

Live-Wire Harry armed everybody with plenty of Multigraphed ammunition and after they had been in town two hours the business district was flooded with it. In the fight for next year's convention, the Toronto delegation, who had spent thousands of dollars in magazine and newspaper advertising, lost out. They were unable to meet the onslaught of "direct-mail" literature launched against them by the Baltimore boys.

Before the convention our Baltimore Manager addressed his followers, and told them that Baltimore expected every man to do his duty, and fired their fighting blood to a white heat by recounting how King Dodo's Cane-uche had snatched the Cup away from Baltimore last month. The whole contingent, to a man, swore that Toronto's getting the Cup would cost them the convention, and it did.

D. S. M. Sanders also addressed the Dallas Multigraph boys and gave them a talk that will go down in history alongside Lincoln's Gettysburg speech, and Mark Anthony's oration over Caesar's brier.

During the trip from Baltimore to Dallas, Live-Wire Harry published a daily paper, printed on a Multigraph he had brought with him, and kept things moving at a lively clip.

#### DENVER READY FOR BIG KILLING

D. S. M. Brown, Denver, has come to the conclusion that the time has come for placing Denver on the map in big type. He has been laying low biding his time, but is now getting the F. F.'s rounded up and corraled, ready for a big June slaughter in true Western style. Here's the telegram tipping us off just received from the Denver outfit:

"We have just closed a two day convention in which we devoted the entire time to making an exhaustive study of our selling propositions. Accept our compliments and watch us next month go to it—McIntosh, Walker, Parker Brown."

Business is flourishing up Denver way and we know if there is any possible way of getting it you are the boys to do it.

#### D.S.M. KEPLEY COMES ACROSS

Dear Mr. Boughton.

I had forgotten all about that little hat you were entitled to until a short time ago, when it occurred to me you might need one.

As you used up so much of your steam on your March business, I knew that times are going to be pretty hard with you this summer, so I had added the regular legal rate of interest to the enclosed check, making it out for \$5.00.

Our boys suggest that you spend this "V" for a broad brimmed hat, the kind you can pull well down over your eyes, so that you can keep yourself from becoming blinded by the glare of the cup, as it passes through Cleveland, enroute for Houston.

O. H. Kepley

#### Every May Day a Convention Day.

A PAGE BROADSIDE FROM THE HOUSE-ORGAN

tion of real enthusiasm is a good house-organ. The important part played by the sales house-organ of the American Multigraph Sales Company in connection with the contests that have been described in this series of articles must be fully appreciated by all who have read them. This house-organ is unique in many ways, and a description of it and the manner in which it is conducted will be interesting.

The name of the publication is

*The Ginger Jar.* It is issued weekly, or oftener if occasion demands, and its distribution is confined to the sales force of the company, on account of the confidential information it frequently contains.

In size it is eight and a half by twelve and a quarter inches, with cover, and it contains never less than eight pages and frequently more. The body matter is set in Remington bold typewriter type, and both electrotypes and milled printer's type are used for headings.

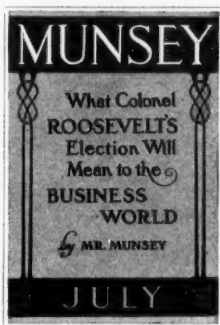
In addition to giving the standings of the various division and branch offices and salesmen, it prints live sales stories and experiences, interesting personal items, contest ginger-up matter, and keeps the men informed on developments in manufacturing, sales and advertising. Good work on competitive deals is recorded, with comments on the salesmanship displayed. Men like to see their names in print. It is a primal instinct. To be mentioned in *The Ginger Jar* and commended for good work is an honor much appreciated.

The house-organ is edited in the advertising department, but its contents are passed upon by the sales department. This is as it should be, for the publication is distinctively for the sales force and has a very important bearing on sales. Two pages from the magazine are reproduced here.

An illustration of the special matter which is run from time to time is given in the parables following. The series, of which these two are a part, was started some time ago by the advertising manager when he wanted to get some particular points across and realized that "preaching" would not bring about the desired results.

THE PARABLE OF THE SEAT-WARMER WHO  
BECAME A SOLE-LEATHER SCORCHER

Once upon a time—recently, in fact, so to speak—there was a gifted salesman who had a penchant for keeping the seat of a chair in a warm condition, twiddling his thumbs and dreaming beautiful dreams of what the morrow would bring forth. He kept bank-president hours and seldom stirred from



**T**HE Financial Department\* of Munsey's Magazine is conducted by Mr. John Grant Dater, a well-known authority on financial matters. His cautionary articles and his Answers to Correspondents have established a confidence in this department, and in *The Munsey*, that is an asset to any advertiser.

\*Established July, 1910.

The Frank A. Munsey  
Company  
175 Fifth Ave., New York

the office through fear of frostbite in winter and sunstroke in summer. He was the original little bright-eyes when the mail came in, because the home office was his one best bet as a prospect producer.

What was handed him he took with a languid interest in life, and if his breakfast sat well, the weather was good and his inclination felt the need of a little exercise he would make a call or two in anticipation that luck might fall his way and somebody hand him something without the necessity of exertion on his part.

It was a fair, fair life for a man of his capacity. Others might skirmish around and "sense" prospects, but not he. What was the use, when his concern was spending lots of good money to make it easy for him, and some business had to come in? True, there were prospects in every block—but why irritate them by being insistent? Some day, maybe, they would see an ad and write in for information, so he would get to them eventually anyway.

To him there were many "Georges" in the organization and they were all willing relatives of his. But it came to pass that one day about noon he read a little parable like this one and saw a great light. Then it was he realized the opportunities all about him and his place in the sphere of usefulness.

"Woe is me," said he in tones of great anguish, "for I have made a goat of 'George' when he should have been a pal. This advertising is the sun that has been ripening the plums for the picking, and lo! I have not been there with the basket. There are business men in this city who are drooling at the mouth for what I have to sell, and I've let them drool. No more for mine. Hereafter I will hit the pike propelled by my own initiative and become a sole-leather scorcher instead of a seat-warmer. It's me for the development of business of my own making, and co-operation with the advertising campaign. Henceforth I will be in the vanguard of the fight and no longer a private in the rear ranks. Bingol!"

So it was that he punched out the seat in his office chair, that it might no longer be a temptation, and hit the pike for further orders. So it was, also, that his sales soon looked like an estimate of Morgan's fortune and he wore diamonds on his little fingers.

MORAL: Which teaches that chair manufacturers are the curse of salesmanship and that the shoe industry should have a subsidy.

THE PARABLE OF THE ADVERTISING MAN-  
AGER WHO WANTED A CERTAIN THING  
CALLED CO-OPERATION, AND THE  
MORAL THEREOF, IF ANY

Once upon a time, brethren, there was a certain advertising manager who had a disposition that was so trustful it was a shame to take the money. He never doubted any one and his faith in mankind was beautiful to behold. A mere word was to him as good as a Morgan bond, and he collected promises as a hobby. Needless to say, he had quite some collection, to put it brutally.

So it happened, perchance, that one bright, clear day in the month known

as January he sent out a polite request to sales managers in the organization of which he was a trivial part, asking them for certain things which he required in the preparation of good stuff for their participation. And having done so, he sat back in satisfaction, knowing that his faith would be just fled and right speedily would the necessary roll in.

But sad to relate there was nothing material doing. The mails failed to convey that which he craved, also desired, not to say urgently needed, and he was sore beset by grave misgivings.

His nature being naturally a buoyant one, however, and the faith aforementioned still working the full union hours, he bore up with great bravery, saying, "No doubt these are busy men I have sent my papyrus unto, and I must exercise patience, bearing in mind that weightier problems are harassing their souls. Let me then wait unto the next day, and the day thereafter, that by no chance I shall inconvenience them in any way with my imaginary cares." Therefore he waited, bearing up bravely under the strain.

But, alas, brethren, he still waits, albeit with hopeless eyes focused across the dreary miles, quickened into life at the sound of the mailman's heavy steps, and sinking back again into weary lethargy as the saddest words of tongue or pen—"nothing doing"—greet his straining ears. O tempora! O mores! O rude awakening!

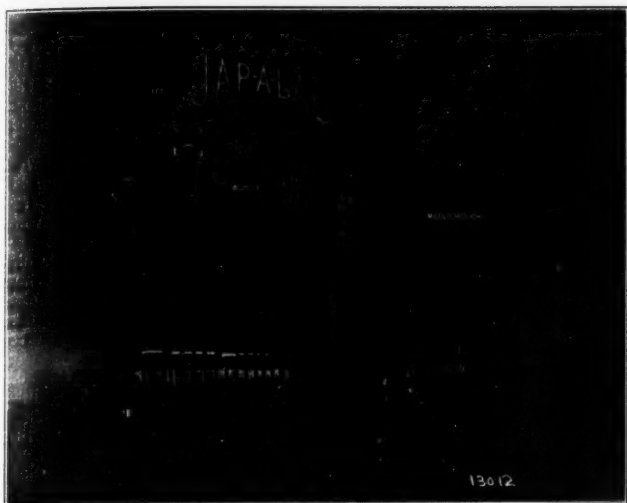
MORAL: Which teaches that Job had nothing on the advertising manager.

(Note: A perfectly good cipher, with the rim knocked off, for convenience in carrying, will be given to the first one who interprets this parable aright.)

The men were quick to see the points in the parables, and yet they felt no sense of having been preached to. The same points might have been made in straight reading articles, but these would probably have been passed over without leaving any impression. Mixing a little humor with the plea caught their fancy and got their co-operation.

An important factor in making a successful sales house-organ is to secure the co-operation of the sales organization in editing it. The men must be made to realize that such a publication is distinctively their own property and that it is just as good or bad as they make it. The editor merely acts as a clearing-house for their material. If they contribute regularly and come across with good stuff out of their own experiences they will get all the more out of its pages.

The most interesting material to salesmen are the experiences of



## Night View of the "Great White Way" the National Thoroughfare

This enormous sign, showing the Glidden Varnish Co.'s

### JAP-A-LAC GIRL

(Arm 21 feet in length) (Brush 6 feet in length)

appeals to approximately 200,000 people every 24 hours  
driving home the message that

### JAP-A-LAC

"Makes Old Things New"

It shows every day, burns every night, and costs the fraction  
of the price of a page in the most important national magazines.

**The O.J. Gude Co., N.Y.**

Broadway, 22nd St. & 5th Ave., New York City

other salesmen. They like to read how the other fellow got one over, what he did under certain circumstances, and the arguments he used to win the prospect. But such material is difficult to secure, in most organizations. Salesmen are diffident about writing up their own work. They are afraid that others may think they are playing to the gallery.

This is overcome in the case of *The Ginger Jar* by writing many personal letters, and including in each copy of the magazine a form with the heading GINGER JAR NEWS. This form makes it convenient for the men to jot down anything which may be fresh in their minds at a time when *The Jar* is before them.

The general sales manager also contributes much live matter by watching his correspondence and passing any good stuff along which may come in the day's mail.

The success of *The Ginger Jar* as a medium in keeping the sales force gingered up can be attributed largely to the fact that it is practically entirely original matter, related to the business and the personal affairs of the men, and that it is kept up to the minute. It is more the newspaper of the company and less a trade paper than any house-organ the writer has even seen.

It is this newsy feature that makes the publication so close to its readers. They view it as a family organ and watch for it eagerly each week. Many of the managers ask that it be sent to their wives, who find equal enjoyment in reading it.

The important part this publication plays in promoting the sales contests of the company cannot be overestimated. It is a safe bet that, if it were necessary to cut off all advertising, *The Ginger Jar* would be the last feature to go. It pays too big dividends on its cost.

The writer has endeavored to make clear how close is the co-operation between the advertising and sales departments of the American Multigraph Sales Company, and how advantageous to the business this co-operation is.

You will grant without question that this is true, but you will rarely find an organization so conducted that this advertising-sales cross-assistance is possible. There is generally a line of clear demarcation between the two departments, and the advertising manager has very little to do in working with the salesmen. The sales manager exercises the sole right to handle them, and is often most jealous of his authority.

Yet how much better the other arrangement is, and how much more appropriate that an advertising man should originate and carry out sales schemes in connection with his regular work. More and more are large concerns coming to see that this is true, and they are dovetailing the two departments and the work of their heads.

The sales manager who finds the advertising manager of his firm taking a keen interest in sales problems should welcome that interest. The advertising man will bring fresh eyes to bear on the work, and offer valuable suggestions for increasing business. The same questions of psychology enter into handling salesmen as enter into dealing with the public, and they will respond generously to the proper application of the science.

The advertising manager, too, should welcome the interest of the sales manager in his work, for the ad man will look on advertising problems with a different view and offer many suggestions from his experiences which will strengthen the advertising campaign.

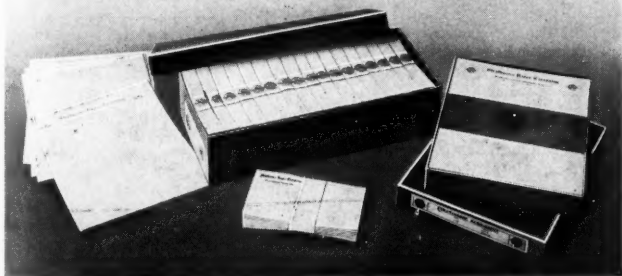
On these two men should be put the responsibility for the business. But with that responsibility should go the authority to act on their own initiative and work out their own salvation. And blessed are those executives who are on a basis that permits them to share in the business they create, for verily they will go out and clean up the earth.

♦♦♦♦♦  
The regular annual meeting of the Poster Advertising Association will be held at the Radisson Hotel, Minneapolis, Tuesday, Wednesday and Thursday, July 9, 10 and 11. The first session will convene at 10 a. m., Tuesday.

# STRATHMORE PARCHMENT

Good business stationery is no longer a mere expression of high ideals - it is a duty to one's Correspondents. Strathmore Parchment costs slightly more than other good business papers but the knowledge of a duty gracefully done is worth this extra cost. Bear this in mind when ordering new stationery. The Strathmore Parchment Test Book free on request

THE STRATHMORE PAPER CO.  
Mittineague, Mass., U. S. A.



The "Strathmore Quality" line includes high caste papers for artistic printing

## LIVING TESTIMONIALS TO SELL A FOOD PREPARATION

VIROL BABY SHOW THRONGED—  
CHILDREN OF MANY NATIONS  
AND VARIEGATED COLORS IN A  
BEAUTIFUL SETTING AT LONDON  
—DETAILS OF A PRACTICAL AD-  
VERTISEMENT

*By Thomas Russell,*

Advertisement Consultant, London, Eng-  
land.

Any kind of food or medical product is helped by publishing testimonials. But the trouble about testimonials is that it is difficult to make people read them. Without any real justification, people distrust letters printed in advertisements and books. The only justification for this is the fact that these things are so easy to get. Whether the goods are really sound or not, there are always to be found people who, apparently because they like to see their names in print, or through some sort of almost hypnotic suggestion, will send testimonials. But if one could only show the real people, and get the public to look at them, the testimonials would be much more convincing.

This is exactly what has been done by the Virol Company. Virol is a preparation of beef marrow and other things for building up the emaciated. The Virol people have a poster showing a baby in a really pitiable condition of thinness—it is not much more than a skeleton—and alongside of it the same baby after a short period of feeding with Virol. This is one of the most striking "Before and After" advertisements ever published; but there is no getting away from the fact that it is rather ghastly.

Every year or two about this time the *Daily Mail* holds in the biggest hall in England what is known as the Ideal Home Exhibition, and the Virol people have taken a large ante-room or subsidiary hall in the present and the last preceding Ideal Home Exhibition for a show of babies of almost every color, representing every large division of the hu-

man race, which have been fed on Virol. The Virol Baby Show this time is easily the leading feature of the Ideal Home Exhibition. Nothing else has a chance against it, and thousands of people go to the exhibition for the express purpose of seeing the Virol advertisement.

This is not done without a great deal of thought and some anxiety. The small hall rented for the purpose was completely bare. It had a big floor space and a gallery, and the thing had to be fitted up to form a setting for the exhibition. This in itself is difficult, because our laws are extremely strict with regard to safety. Every textile hanging that is used has to be proved to be incombustible; and making fabrics incombustible is apt to interfere seriously with the dyeing. The Virol Company spared no expense to make the setting a thing of real and enchanting beauty. The scheme is Indian, and the walls all round are hung from ceiling to floor, behind the gallery and everywhere, with a soft blue fabric, giving the effect of a dusky sky. The bare gallery has been covered completely with a plaster sheathing, the pillars and supports of which are moulded after Indian originals. At one end is a huge stucco structure on the model of an Indian temple with lovely crenellated Indian arch with a mysterious rich curtain behind it and a colored lamp. From this steps lead down to the floor, flanked on each side by life-size models of elephants, specially made for the occasion. The floor is wooden, and has a lively fountain in the center. At one side there is a little dwarf wall enclosing a square of sand. There are rocking-horses, sea-saws, push-wagons, spades, balls and other toys for the children to play with. The floor-space is enclosed with a low parapet of Indian design, leaving a gangway all round to separate the children's floor from the path which the public can use. Thus it is impossible for the spectators to come into actual touch with the children, or to hand them sweets or other things which



# Farm, Stock & Home

Minneapolis, Minn.

is the leading agricultural medium for Automobile Advertising in its territory. Carried more lines of automobile advertising from September to June than the weekly farm papers in the same field.

Its subscribers are the kind that buy automobiles. They are the progressive forehanded farmers of the Northwest. The business farmers.

A farm paper that is the leading medium for automobile advertising is also the best medium for your line, whatever it may be.

**Farm, Stock & Home** is the lowest rate farm paper in the United States. 102,000—40 cents a line flat.

*"The Farm Paper of Service"*

might be injurious. A staff of uniformed nurses, under the most wonderfully tactful management takes care of the children, interfering very little with them. Many of the Eastern children have their mothers, in native costume, sitting about the space with the imperturbable tolerance of the Eastern ayah, who thinks nothing of sitting in one place for four hours at a stretch without moving or having anything to do. The public can pass round the floor and can also go up into the gallery. The place is lighted with electric light in beautiful muffed purple globes, which throw a soft illumination over the whole scene. There are English, Scottish, Irish and Welsh babies; babies from Spain, Portugal, Italy, Sicily, Switzerland, Germany, Brittany and the other parts of France, Holland, Denmark, Sweden, Norway, Russia, Poland, Turkey and Armenia; babies from Africa, China, Japan, Burma, India, Ceylon, the West Indies, and the Southern States of America (of varying blackness). The children appear to be from 3 to 8 years old. The amazing merriment and good-humor of all the bratlings delight the spectators, and during some three hours which I spent (being privileged to escort two enthusiastic ladies, who could not be brought away from the Virol Exhibition to see anything else in the show), I constantly heard people saying, "If Virol makes children as healthy and good-tempered as this, it must be a good thing," or words to that effect. The children play and struggle for the toys, but I never saw the slightest vestige of a fight, and only one child dropped a tear. This was a little piccaninny from the West Indies, whose mother had come to take him away. Being at the moment engaged in a game of some sort, he was exceedingly reluctant to go.

#### BEAUTY AND INTEREST

The collection of variegated babies, all in their native costume, would not in itself hold the spectators if it were not for the extraordinary beauty of the setting.

The spectators do not know this, but the whole thing is so charmingly harmonious and artistic that it keeps people glued to the floor. The whole thing is done in the most conservative manner. There is no aggressive advertising of any kind. In fact, inside the hall, only a banner, "Virol Babies of all Nations," refers to the origin of the exhibition at all. In passing in, you go through a sort of anteroom, in which Virol is being shown, and I fancy sold, if anybody wants to buy it; but there is no barker, and nobody is talked to or pestered in any way. Yet the thing is a superbly successful advertisement. Not only is it drawing all London, and especially the women (who are, of course, just what the Virol people want), but it has been the subject of innumerable descriptive articles in the press—all of which are the finest kind of advertising, and none of which cost anything, though the effort is supported by general advertising of the Virol Company.

Of course, the organization of this thing has been a colossal job, and has been costing money by bucketfuls for as much as six months. Collecting about a hundred babies of all colors and races is no small task. Three houses, each under the care of a matron and trained nurses, have been rented for the children. They are all kept scrupulously clean, both in person and clothing, and they go into the playground in batches, so that they may get air and sunlight out of doors, and also the proper amount of sleep.

Mr. Canney, the managing director of the company, told me that all the work of the thing was nothing compared with the anxiety and responsibility for such a collection of infant life. If any kind of epidemic were to occur, goodness knows what would happen; but such is the care with which the children are looked after, that this is practically impossible. The children have been in hand long enough for the incubation period of every known disease to have passed. Every child's temperature is taken twice

a day, and every child is medically examined at the same time. If there is the slightest variation of temperature or the slightest sign of any illness, the child is immediately isolated from all the others exactly as if it were infected with an infectious fever, and until the condition is absolutely normal it is not allowed to come into contact with any of the others. On Sunday the children are loaded into motorcars and taken for a trip. The rest of the time (the exhibition is open sixteen days) they take their turn in the playground.

#### KINGS IN BUSINESS

The divine right of kings does not prevent modern monarchs from engaging in business with an eye to profit as keen as the most sagacious of their subjects. The German Emperor owns a porcelain factory which he manages himself with careful attention to details. The Prince of Lippe-Detmold lives upon the income from his butter and eggs business, and the profits from a brick yard. The King of Wurtemberg is a successful hotel proprietor, while the King of Servia owns several retail shops and does a flourishing business in patent medicines.—*Rochester Post-Express.*

#### MAKING THE COMPANY HUMAN

We sell or manufacture merchandise, but we really deal in men, with men, through men. When the salesman enters your office he can't shake the company by the hand.

He can—and does—ask after its health, speak well of it, seek to serve it—and why? Because in some subtle or hearty way you have made him feel that you are the company—and that, whether you are its manager or the newest aspirant on the clerk-roll. You are getting from that salesman what you give—in courtesy, sincerity and service. If you are the manager of a company you are either endowing your business with that precious thing, personality, or you are committing commercial suicide.—*"Office Appliances."*

#### CATERING TO SHORT-HOUR IMAGINATIONS

Frank Gilbreth tells a story about a railroad contractor in South America who was working with men half Indian and half Spanish. They had mighty little appetite for work. Threats and promises and deferred rewards could not endow them with activity. But when he placed a man with a bag of small coins on the dump, with instructions to give each man his pay for every wheelbarrowful when the contents were dumped, the men nearly killed themselves working.—*"Character," Griffith-Stillings Press, Boston.*

# Five Million People Read Posters In Chicago Every Day

AMERICAN POSTING SERVICE

B. W. ROBBINS, President  
CHICAGO ILL.

# Bread-on-the-Waters Advertiser Gives "Bread"

**T**HINK on a straight line about Poster advertising.

The Poster is not bolstered by platitudes about creating prestige and generalities about generating ginger in the trade.

It does those things, all right but, that's a detail.

It sells goods. *It will sell your goods.*

It reaches the people by going where they all are, right to their neighborhood.

Ignorant Jones, who can't tell a Rembrandt from a Gibson, sees and buys just the same as Smith who buys the magazines for their fine art studies. They both wear shirts and shoes—build houses—and eat.

In other words the Poster, and only the Poster, reaches all "castes," creeds, politics, ages and both sexes.

## THE POSTER

*is selling goods so fast for so many advertisers undreamed of, perhaps, by you.*

*Let us supply you with information of any kind, for any territory. We have nothing to sell.*

## POSTER ADVERTISING 1620 STEGER BUILDING

### OFFICIAL RESEAL

Associated Billposters' Protective Co.....147 Fourth Ave., New York City  
N. W. Ayer & Son.....300-308 Chestnut St., Philadelphia, Pa.  
George Batten Co..Fourth Ave. Bldg., Fourth Ave. and 27th St., New York City  
A. M. Briggs Co.....1108 Hippodrome Bldg., Cleveland, Ohio  
Geo. L. Dyer Co.....42 Broadway, New York City  
Mahin Advertising Co.....Monroe Building, Chicago

assengal  
an B. J  
e Crook  
orge E  
ary P.  
an F. S

# Advertising

## "Bread and Water" Results

**D**ON'T worry about the medium—look to your copy and you can look for real results. And your copy, with all the size, color, drawing and prominence that goes with a real poster, will beat anything you have ever produced yet.

Don't worry about circulation. Poster circulation is the Government census figure.

Don't worry about rates. The rate of every Poster plant is fixed by an association and based absolutely upon population *and* service.

With all due deference to other advertising mediums, isn't there too much throwing of advertising bread upon the waters of *hope*?

Let those answer who are still hoping and still pluckily paying good money only because they feel in their bones that "advertising pays."

# POSTER

advertisers that its use is increasing at a rate

of any kind, rates, amount of paper needed, etc.,  
to \$1. The service is free.

## POSTER ASSOCIATION CHICAGO

### REPRESENTATIVES

Chicago	Massengale Advertising Agency.....	Atlanta, Ga.
Chicago	W. B. Nordhem Co.....	Bessemer Building, Pittsburgh, Pa.
Chicago	W. Crockett Agency.....	Maison Blanche Bldg., New Orleans, La.
Chicago	George Enos Throop, Inc.....	1576 Tribune Building, Chicago, Ill.
Chicago	Harry P. Wall.....	John Hancock Bldg., Boston, Mass.
Chicago	Wm. F. Sheehan.....	653 Pacific Bldg., San Francisco, Cal.

## THE SECOND-HAND PROBLEM AND THE WAY OUT

SITUATION THAT CONFRONTS THE MANUFACTURER WHO HAS TO TAKE HIS OWN GOODS, OR HIS COMPETITORS', IN EXCHANGE—HOW THE AMERICAN LOCOMOTIVE COMPANY IS MEETING A VEXING PROBLEM BY ADVERTISING SECOND-HAND AUTOS OVER ITS OWN NAME

By Melvin J. Adams,

Of the Automobile Department, American Locomotive Company.

[EDITORIAL NOTE:—A soap or a breakfast food, when sold, stays sold. There is no so-called "second-hand problem." But a piano or a sewing-machine, a phonograph or an adding machine is apt to come into the market again within a few years to compete with the original manufacturer's product.

The automobile industry is, comparatively, so new that the second-hand problem has only latterly begun to loom up with as much seriousness as in the older lines of business. The latter have been watching the auto manufacturers, wondering what tack they would eventually take in disposing of used cars of their own and competitive makes. The American Locomotive Co. is one of the first concerns to boldly meet the situation with display advertising. Of course, when a manufacturer of one article advertises an exchanged article of another make, it is easily possible for him to slur by innuendo the competitive make. The ads here reproduced are entirely free from such suggestion, and in this respect may well serve as models to some of the older industries

where no occasion is missed to slur a competitor. Note the very fair, and even complimentary, tone which the Alco assumes towards other cars. It is inclined to make friends for the advertiser among business men who have themselves suffered from "unfair competition," and believe in the square deal.]

There is to-day no problem in the automobile business so interesting, and yet so far from solution as the problem of the used automobile.

Though little advertised there are numbers of used cars for sale. Dealers have taken them in trade, manufacturers have taken them in through their branches, and individual owners have them for sale in the classified columns.

Then there are those who make a business of buying and selling used cars—a lucrative business, too. One of these dealers in New York City is credited with having made \$150,000 last year.

He has men constantly on the road buying used cars in Philadelphia, in Baltimore, in Pittsburgh, in Cincinnati, in Buffalo—even as far west as Chicago.

The cars bought are shipped to New York and sold there—thought by those who know to be the best market in the world for used cars. The second-hand business has been growing steadily for a number of years. To-day it assumes an

importance little realized.

That it is little realized is due more than anything else to the somewhat confidential attitude assumed by a large number of automobile merchants. They preferred not only not to advertise these cars for sale, but even hesitated to admit that they had second-hand cars for sale, and

### A PIERCE-ARROW At a Rare Price!

We will sell it with either a limousine or a seven passenger touring body.

Cost new over \$6000. It has just come down, overhauled, from our shops and won't remain on the sales-room floor long. "One of the best friends I ever had," said the man who owned it.

Used Car Department

AMERICAN LOCOMOTIVE COMPANY, Broadway at 62d Street  
Sellers of New Cars, Used Cars, and Auto Trucks

GOOD TREATMENT OF A COMPETING CAR

spoke of them generally in whispers.

By emulating the ostrich they hoped against hope that they would dispose of their wares. Meaning doubtless that Providence would take their stock of second-hand cars off their hands.

This seems like false modesty.

Having taken these used cars in trade it seems only logical that the dealers should make some effort to market them.

Having used cars for sale, there is only one way to move them. And that is to tell people about them; get people into the store; show them the automobiles for sale.

Up to date the little advertising done has been in the nature of classified ads. This has proved a successful though not a very rapid way of marketing.

Some merchants have moved over into display copy, but most of them hastily retreated to the classified columns. Notable exceptions to this rule have been the Winton and the Peerless. The Winton copy has been particularly attractive and force-

ful, and is said to be getting the desired results. It is argumentative in nature, very frank and daring.

The Winton copy run so far in New York has related only to Winton cars. Likewise the Peerless copy.

### An American Underslung Used But Little

It looks as good as the day it was built. Snappy, daring lines with a fifty horse power motor. Seats low and comfortable. It is a 1911 model. The man who owned it has just gone to Japan. We will take a very low price because we need the room.

Used Car Department  
AMERICAN LOCOMOTIVE COMPANY, Broadway at 62d Street  
Sellers of Allen Motor Cars, Allen Motor Trucks and Allen Tourists

BOOSTING A COMPETITOR IN SECOND HAND  
COPY

If you are interested  
in the advertising district of  
**CINCINNATI**  
and desire to know more  
about it, write for booklet,  
"The Birthplace of Great  
National Campaigns."

Address Advertising Department  
Desk 1, The Enquirer, Cincinnati,  
Ohio.

In this respect the Alco copy now running differs. Some of it refers only to used Alco cars. Other ads refer to used cars of other makes. Names are mentioned and are displayed in the headlines.

The attempt has been, in the Alco copy, to feature in specific instances certain used cars. For instance, one ad is swung around a Packard, another a Pierce Arrow, a third an American Underlung, and a fourth, a Thomas Flyer, and so on.

One ad was a Packard versus Pierce - Arrow display. The caption of this was "A Pierce-Arrow — or a Packard?"

It took advantage of the thought as to which was the better purchase. A good word was spoken in behalf of each car, though both are competitors of the Alco.

To some this may have seemed that we were paying out good money to advertise other cars.

The purpose of the ad was to sell these two cars. Whether or not we advertised Pierce-Arrow and Packard at our expense was of minor importance. We said nothing in the ad that we do not say in our salesrooms. The previous owners of these cars, of course, preferred the Alco to the car they had owned or else we would not have had their cars for sale.

Another ad that attracted considerable interest was of a testimonial nature. It quoted the owner of the car, to indicate his satisfaction with it. He was a man

rather well known in Wall Street. His name was not mentioned. He was referred to as "a man well known in Wall Street."

This same ad pictured a used Alco limousine in which the experiences of the owner—a woman whose name is familiar in New York and Washington, D. C.—were pointed out.

The mere fact that these two cars were driven by well-known persons, it was felt, would have some weight with prospective purchasers.

The possibility of spoiling sales of new Alcos by advertising the merits of used Alcos has been suggested. We do not believe this to be the case, because the man who buys a new Alco at \$6,000 is not the same as the man who buys a second - hand Alco at \$3,200.

It has been remarked, further, that even money has been paid for second - hand cash registers which afterward were scrapped. To this I can say that to scrap a used Alco hav-

ing a market value of \$3,200 would hardly be a profitable procedure.

A cash register new costs usually \$100 on the average. The Alco Six sells for \$6,000.

The Alco which has performed one year of service has depreciated only 10 per cent in real value. It has too much good stuff left in it to be discarded—many years more of a life of efficiency.

The chief reason for the trading in of used cars for new has changed. The used car of to-

### A Pierce-Arrow — or a Packard?

WHICH of these two cars would you sooner drive? Both of them are good cars. To those who prefer the Pierce-Arrow we have in our Used Car Department one that cost new four times the price we are holding it at. It will be sold with either a limousine or seven passenger touring body. Fully equipped and has just been returned from our shops where it has been completely overhauled. Color, Brewster green.

Packard adherents will be interested in a snappy Packard limousine. Car in perfect condition. Color, maroon. This we are holding at just about one-fourth the original price.

If your choice is a Stearns, a Thomas, a Winton, or an American Underlung, we have four enterprising offerings to make:

**Stearns 1910**—Touring body in battle ship gray. 30-hp. Horse power, fully equipped and recently overhauled. Less than the price of a new cheap cut.

**Winton 1910**—6 cylinder motor. Special toyoness body. Equipment includes a self-starter. Worth \$500 more than we are asking.

The real way to locate a bargain is to see the car for yourself. Come in and discover it before some one else does.

Used Car Department:

**AMERICAN LOCOMOTIVE COMPANY, Broadway at 62d St.**

*Dealers of Alco Motor Cars, Alco Motor Trucks and Alco Trucks*



SHOWING THE BEST OF GOOD NATURE IN A  
HARD FOUGHT FIELD





## Crop Outlook Better Products Prices Higher

(By the Associated Press)

Washington, D. C., June 12.—Crop conditions in general on June 1 average for the United States slightly better (.8 per cent) than on the same date last year, and but moderately lower (1.7 per cent) than the average June 1 condition of recent years.

What the increase in the cost of living during the last year has brought to the producers of the United States has been figured out by the agricultural department's bureau of statistics. Following were prices paid to producers on June 1, 1912 and 1911, respectively.

	1912.	1911.		1912.	1911.
Corn .....	82.50c	55.1c	Cotton .....	.11c	14.6c
Wheat .....	\$1.0280	86.3c	Hogs .....	\$6.79	\$5.72
Oats .....	55.3c	34.7c	Beef cattle...	5.36	4.59
Barley .....	91.1c	73.8c	Veal calves...	6.23	5.68
Potatoes .....	\$1.197c	63.3c	Sheep .....	4.74	4.51
Hay .....	\$17.74	\$13.16	Lambs .....	6.16	5.74

## Make Your Farm Paper Appropriation NOW

These government figures explain why the farmer is the advertisers' best buy. The rapid advance in the cost of living is filling the pockets of the producer on the farm while depleting the purses of the consumers in the cities.

The **FOREMOST FARM PAPERS**, with their circulation of 1,392,000, reach more liberal buying farm homes than any other list of agricultural publications. Remember those government figures. The farmer will have even more to spend this winter.

	Circulation. Guaranteed	Rate. Line
Successful Farming.....	600,000	\$3.00
Farm, Stock and Home.	105,000	.40
Southern Ruralist.....	150,000	.75
Kimball's Dairy Farmer	100,000	.50
The Fruit Grower.....	100,000	.50
The Gleaner.....	125,000	.50
Green's Fruit Grower...	125,000	.50
Inland Farmer.....	57,000	.25
Western Farmer.....	30,000	.15
	<b>1,392,000</b>	<b>\$6.55</b>

Write for rates and detailed circulation

**J. C. BILLINGSLEA**  
Western Representative  
816 First National Bank Building,  
CHICAGO, ILL.

**A. D. McKINNEY**  
Third National Bank Building,  
ST. LOUIS, MO.

**A. H. BILLINGSLEA**  
Eastern Representative  
1 Madison Avenue,  
NEW YORK.

**R. R. RING**  
Globe Building,  
MINNEAPOLIS, MINN.

day gets on the market because its owner—speaking of high-priced cars—wants to buy a new one every year. He is generally a wealthy man, financially able to employ a competent chauffeur. The driver, with his knowledge of mechanics, keeps the car in perfect condition while it is in his care.

When we take in used cars we further protect a purchaser by subjecting these cars to a rigid inspection and test on the road. The insurance thereby is given that the car is right. Back of the car throughout the years of its life, whether bought as a new or a used car, is the Alco Service Department.

Moreover, when we began our second-hand campaign we had less than ten new cars of the 1912 allotment left to sell. Therefore, it was a good business move.

Generally speaking, I do not believe it harms our new business to advertise used Alco cars any more than it harms the Aeolian Company to advertise used Steinways. In fact, it offers a chance to assist new business.

There is scarcely any room for argument over the used car as an economy, judged on its intrinsic merits. The trend in the industry toward standardization of mechanism and body design is doing much. It has paved the way for dealers to advertise used cars without the timidity that formerly was justified.

#### RECENT DECISIONS OF INTEREST TO ADVERTISERS

**Rights and Liability Under Conditional Sale.**—One who sells a piano on conditional sale may recover possession in replevin if buyer defaults. If seller resumes possession and property is destroyed through no fault of his, buyer is not relieved from liability for balance due. On default, seller may retake property, recover debt and affirm sale. *Hollenberg Music Co. vs. Barron* (Ark. 140 S. W. 582).

\* \* \*

**Municipal Ordinance as to Billboards Upheld.**—In a recent case in the Texas Court of Appeals, it is held that municipal ordinances as to the size, location and construction of billboards are not in conflict with the constitution—that the laws as to monopolies and trusts have no application to the constitutionality of such ordinances.

#### ARTICLES ON PRICE MAINTENANCE

THE HENSCH INFANT FOOD CO.  
CLEVELAND, O., June 14, 1912.

Editor of PRINTERS' INK:

Will you be good enough to name the past issues of PRINTERS' INK in which you have published articles on price maintenance?

The writer has not in his possession all his old copies of PRINTERS' INK at the present time, and will thank you very much for this information.

Information upon price maintenance of patented articles will not assist us to a very great extent.

We will, however, be glad to learn if there is any way to obtain information that has been given before the House Investigating Committee in recent days.

J. HUSTON, Sales Manager.

PRINTERS' INK has published numerous articles on price maintenance during the past two years. Advertising men have been quick to sense the vital bearing of price maintenance policies upon merchandising. Recent articles which have appeared in PRINTERS' INK have related to the protection of price on patented articles and are not listed in the record given below. The records of the hearings of the committee on patents have been published and will be sent to anyone upon application to his Congressman. The following articles are only the more important ones taken from the contents of the last two years. The dates given are the dates of issue:

Current Progress in the Cause of Price Protection .....	Apr. 13, 1910
Price Maintenance—The Biggest Issue of the Mercantile World, by James H. Collins.....	Apr. 6, 1910
Spalding Direct Selling and Price Maintenance Policy .....	Apr. 20, 1910
Retail Grocers to Co-operate for Protected Prices .....	May 25, 1910
The Small Man's Prices, by James H. Collins....	June 9, 1910
Novel Resale Contract and Penalty Plan of Price Protection, by H. L. Dunlap.....	June 16, 1910
The Common Evil of Sliding Scale of Prices, by R. P. Barney.....	June 30, 1910
How Macy's (New York) Regards Price Maintenance .....	Aug. 4, 1910
Does Price Protection Increase or Decrease Sales? by Adv. Mgr. of Widely Known Toilet Specialty .....	Aug. 25, 1910

- The Fallacy of Price Cutting, by W. R. Hotchkiss ..... Sept. 1, 1910
- Further Analysis of Price Maintenance Systems..... Sept. 8, 1910
- Price Maintenance in France and England. (Omega Oil Campaign) Oct. 20, 1910
- Fels-Naphtha English Experience in Price Maintenance ..... Dec. 8, 1910
- Price Maintenance the Balance Wheel of Trade, by T. A. Fernley ..... Dec. 15, 1910
- Kellogg Wins Price Maintenance Suit ..... Dec. 22, 1910
- Putting Price Maintenance up to the Public, by Louis Kaminsky..... Jan. 5, 1911
- Active Opponent of Price Maintenance Presents His Case, by D. C. Bowers ..... Jan. 5, 1911
- Five Bills Against Price Maintenance ..... Jan. 5, 1911
- Bowers' Price Maintenance Objections Answered, by R. O. Eastman ..... Jan. 9, 1911
- Supreme Court's Important Price Maintenance Decision ..... Apr. 13, 1911
- The Price-Cutting Cankerworm, by M. L. Wilson ..... Apr. 13, 1911
- Wide Ramifications of the Price Maintenance Decision ..... Apr. 20, 1911
- Price Maintenance Best for Manufacturer, Retailer and Consumer, by L. E. Jones..... May 4, 1911
- Lawyer's Analysis of the Supreme Court Price Decision, by L. V. Moulton ..... May 4, 1911
- Chief Hope of Price Maintenance Is to Educate Dealers, by Jefferson Livingston ..... Nov. 2, 1911
- The Sherman Act and Price Maintenance..... Nov. 2, 1911
- The Six-Day Diary of a Suburban Dealer, by Garrett Byrnes ..... Nov. 9, 1911
- Eastman Kodak Co. Changes Policy ..... Nov. 23, 1911
- Manufacturer's Right to Fix the Price, by W. K. Kellogg ..... Dec. 7, 1911
- Merchandising Secrets Come Out in Patent Hearing (Special Washington Correspondence) May 30, 1912

#### PRES. TAFT'S HUMOROUS TELEGRAM

President Taft sent the following telegram to Charles H. Culbertson, president of the Cincinnati Ad Club as soon as he learned that Cincinnati had captured the Central Division Convention at Toledo for Cincinnati for 1913: "To Charles H. Culbertson, President Cincinnati Ad Club: "I am glad that there is someone who can get enough votes to win.

## IN Making Up Your Fall Lists You Cannot Afford to Overlook These Progressive Newspapers of The South

The Most Prosperous Section of the World

Big season expected. Every paper is carrying more advertising than ever before. It will pay YOU to start this FALL.

You cannot reach these millions of Southern readers excepting through the following papers:

#### ALABAMA

Birmingham Ledger (E)  
Mobile Register (M & S)  
Montgomery Advertiser (M & S)

#### FLORIDA

Jacksonville Metropolis (E)

#### GEORGIA

Albany Herald (E)  
Atlanta Constitution (M & S)  
Atlanta Georgian (E)  
Atlanta Journal (E & S)  
Augusta Chronicle (M & S)  
Columbus Ledger (E & S)  
Macon News (E)  
Macon Telegraph (M & S)  
Savannah Morning News (M & S)  
Savannah Press (E)

#### KENTUCKY

Louisville Courier-Journal (M & S)

#### LOUISIANA

New Orleans Item (E & S)  
New Orleans Picayune (M & S)  
New Orleans States (E & S)  
New Orleans Times-Democrat (M & S)

#### NORTH CAROLINA

Charlotte News (E & S)

#### SOUTH CAROLINA

Charleston Post (E)  
Columbia State (M & S)

#### TENNESSEE

Chattanooga News (E)  
Chattanooga Times (M & S)  
Knoxville Journal & Tribune (M & S)  
Knoxville Sentinel (E)  
Memphis Commercial Appeal (M & S)  
Memphis News-Scimitar (E)  
Nashville Banner (E)

#### TEXAS

Houston Chronicle (E & S)  
San Antonio Express (M & S)

#### VIRGINIA

Richmond Journal (E)  
Richmond News Leader (E)

Combined Circulation Nearly a Million

## HARMONY IN COPY TO VARIOUS CLASSES

HOW THE APPEAL TO ONE CLASS OF BUYERS MAY INTERFERE WITH THAT ADDRESSED TO ANOTHER CLASS — "CONSUMER MEDIUMS" NOT READ EXCLUSIVELY BY CONSUMERS—HOW THE EDISON STORAGE BATTERY COMPANY SUCCEEDED IN REACHING THE LAYMAN WITHOUT HURTING THE APPEAL TO THE TECHNICAL MAN

*By a Staff Writer.*

Advertisers sometimes overlook the fact that the ad which is addressed to a certain class carries no guarantee that it will be seen by nobody who is not in that class. Consumer advertising in the magazines is read by the dealers who handle or ought to handle the goods, and is read frequently with great care and deliberation. It may be safe to assume that the consumer is ignorant as to the facts, and may safely have something put over on him, but it doesn't follow by any means that the fellow who is *not* ignorant won't see it. Even the form letters we write containing "confidential information" have a means of finding their way to the man most interested, even though his name was never written on the envelope.

It is not always easy to write copy which will not interfere with other copy, in some other medium. A particularly good illustration is found in the case of goods which are technical or semi-technical by nature, yet which are largely used by laymen, such as carburetors and magnetos in the automobile field, storage batteries and incandescent lamps in the electrical field, etc. How are the goods to be advertised to the non-technical consumer, *via* the general mediums, so as not to interfere with the advertising to the technical man in the technical papers?

It would be no problem at all if none of the technical men ever read the advertisements in the general mediums; but they do. Take the tungsten lamp, for example. Among the classes of peo-

ple who buy or handle lamps, we find the consulting engineers of industrial plants, the central station men (public service corporations as a rule), the engineers of isolated lighting plants, the dealers in electrical supplies, and the small landlord or houseowner. Each of these men has a different viewpoint of the lamp proposition, and in some instances the viewpoints are diametrically opposed. The engineer of the isolated lighting plant, for example, is interested in long life of his lamps, and low current consumption, while the central station man—who is selling current—naturally has a more or less pronounced leaning toward the lamps which will consume the most current. If he furnishes lamps to his customers free of charge, as some lighting companies do, he is of course interested in long life of the lamps, whereas if the customer must pay for lamp renewals and the lighting company has lamps for sale, long life is not quite so essential.

Among all of these various and oftentimes conflicting interests, the lamp manufacturer must steer a straight course, keeping in mind all the time that his advertising to the houseowner is going to be read by the central station man who sells the houseowner his current, and also by the dealer in electrical supplies who sells him his lamps. Too much emphasis upon "cut down your electric light bill" will not react favorably upon the central station man, and too much insistence upon the statement that "these lamps will last twice as long as the lamps you are using" might have a disastrous effect upon the dealer in lamps. An advertising campaign for lamps founded upon incomplete knowledge of the field in all its aspects would be extremely likely to come a cropper.

The first resort of the half-informed advertising man is the use of adjectives and superlatives. "It is remarkable," he says, "wonderful, stupendous, incomparable. It is the best, it lasts longest, goes farthest, does most." All of which might be well enough if

## Surgeons Hospitals Sanatoriums

Most of our eminent surgeons are rather exclusive. The difficulties that one encounters in attempting to reach them on a business basis as well as the hospitals and institutions whose affairs they direct and control, are considerably offset when you bring your goods before them on their own level and in their own set.

These surgeons pay \$5.00 for the privilege of getting

### ANNALS OF SURGERY

twelve times a year. Your advertisement has through this medium an entry into their most select clubs, libraries and private offices. It comes before them in their leisure hours—when they are in a receptive frame of mind and have time to give the matter undivided attention.

Ask any physician or surgeon in your town about

**Annals of Surgery**

## Nurses

### HOW TO REACH 10,000 PRACTICING NURSES

More than a year ago we laid plans to see just what per cent of the nurses on the subscription list of the

### AMERICAN JOURNAL OF NURSING

change their address within a period of twelve months.

Here's what happened—

Almost every name on the list had at least one change of address, and in some cases as many as ten changes have been recorded. One case reached eighteen—all within one year.

In view of the above, one will readily understand the impossibility of compiling an accurate Directory of Nurses. How then can an advertiser of women's apparel, toilet preparations and other accessories for the feminine sex reach a nurse actively engaged in her profession? The only way we know of is by means of the advertising pages of some journal that the nurse reads. The best nurses' journal we know is

### AMERICAN JOURNAL OF NURSING

We would like to tell you why.

**American Journal  
of Nursing**

**J. B. LIPPINCOTT CO.**  
East Washington Square PHILADELPHIA

there were some surety that it would meet the eye of the uninformed consumer alone. But there is no such surety. The technical man—who *knows*—reads the general mediums as well as his technical paper, and sets such glittering generalities down as pure bunk. Then later, if he sees an informative ad for the goods in his technical paper, he discounts it according to his impression of the non-technical advertising.

A good illustration of one way to avoid such interference of technical and non-technical copy is found in the advertising of the Edison Storage Battery which has been running for the past six months in a list of mediums which includes technical and trade-papers, class papers, general magazines and daily newspapers.

It was necessary, first of all, to reach the consulting engineers—the technical men whose advice is sought by and who specify equipment for railroads, industrial plants, public service corporations and the like. It was necessary to make the copy technical in the extreme, because the product was entirely new, involving a chemical reaction never used before for battery purposes. It was necessary to give the engineer reasons why which would stand any acid test he might give them.

And in the second place, it was necessary to go to the non-technical consumer—the man who uses a storage battery on his automobile or his motor-boat, in the majority of cases without the slightest conception of what a storage battery is, how it is made, or how it works.

Of course if it had been possible to secure automobile business without going to the automobile buyer at all, confining the advertising to those mediums in which technical copy could be used profitably, the problem would have been much simplified. But it was not possible, because the battery was much higher priced than those of other types, and being an accessory it would be rather diffi-

January 13, 1912.

ARMY AND NAVY JOURNAL.

61.

## MEMORANDUM

Letter No. 12, Jan. 13, 1912.

When last, in telling of the record of Edison Storage Battery, I mentioned the fact that the battery was used in the training camp, and that the troops were given it as a reward for the service rendered in the capture of the German lines, I was not aware of the fact that the battery was used in the capture of the German lines.

If all the men of military age are available in our own country, the battery, which is now being used in the capture of the German lines, is now being used in the capture of the German lines.

It is well known that the battery is now being used in the capture of the German lines, and that the troops are given it as a reward for the service rendered in the capture of the German lines.

When the battery is used in the capture of the German lines, it is now being used in the capture of the German lines, and that the troops are given it as a reward for the service rendered in the capture of the German lines.

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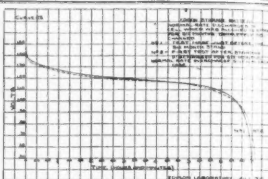
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Edison Storage Battery. The battery is shown in the graph, and the curve shows the performance of the battery.

In other words, the battery is shown in the graph, and the curve shows the performance of the battery.

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SEMI-TECHNICAL COPY TO REACH THE NAVAL ENGINEER

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cult to persuade manufacturers to pay more for their battery equipment without some consumer demand for it. So unless the automobile business was to be passed up for some time to come, it was necessary to start consumers to thinking about batteries, and thinking clearly enough so as not to be shaken loose by salesmen's arguments on the other side.

The result was a series of let-

MILLER REARS MICHIGAN  
Chief Engineer and General Superintendent of  
Edison Storage Battery Company,  
Orange, N.J.

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ters dictated and signed by Miller Reese Hutchison, chief engineer and personal representative of Mr. Edison, which were run in large space in the magazines, newspapers, technical and class journals. Each letter discussed a separate sub-division of the general subject, such as "Construction," "Durability," "Efficiency," "Weight," etc., and the letters followed the same general order of subjects in each publication. But the copy was changed to fit the readers of each medium. For example, the reader of the second letter in *Electrical World* would find a description of the principles of operation and construction of the battery in the technical language with which he is familiar. If the same man picked up the *New York Journal of Commerce* of a certain date he would find that letter number two therein contained exactly the same information in simpler language which the non-technical man who is used to thinking could readily understand. Even some of the cuts were changed in the different mediums. A diagram showing a curve of "normal-rate discharges" for example, would be replaced with a human-interest photograph in some of the non-technical mediums.

The believer in the theory that the average man "won't read a long ad" would be insufferably shocked at this copy. The ad which deals with the principle of the battery contains close to 2,500 words, and ads 2,000 words long are by no means uncommon in the series. And it is usually 2,000 words of straight narrative at that. Did anybody read them? Well, Mr. Hutchison states that he has sent out more than a hundred thousand reprints of the entire series to people who wrote in asking for them.

Indeed so numerous were the inquiries received asking specific questions about the battery that Mr. Hutchison says it looked for a while as though the Edison Storage Battery Company would be turned into a stenographic bureau with a factory attachment.

THE strength of a magazine is not measured by the size of its circulation. It is measured by the strength of its hold upon its readers. The one thing The American Magazine has to sell in the way of advertising space is the ear of a selected public with a strong bias for The American Magazine



ADVERTISING DIRECTOR

# VOLUME OF ADVERTISING IN LEADING FARM PUBLICATIONS FOR MAY

(Exclusive of Publishers' Own Advertising.)

The following figures, with the exception of those indicated by asterisks, are taken from the reports compiled by the Washington Press Bureau.

## WEEKLIES.

	General and Class Adv.	Live Stock and Classified Adv.	Total.
Breeder's Gazette .....	34,680	59,408	94,088
Hoard's Dairyman .....	44,707	24,468	69,175
Iowa Homestead .....	39,763	26,013	65,776
Wallaces' Farmer .....	38,445	11,229	49,674
Farmers Mail & Breeze .....	31,883	11,659	43,542
Farmer & Stockman .....	23,583	12,791	36,374
National Stockman & Farmer .....	29,015	5,433	34,448
Ohio Farmer .....	30,460	2,659	33,119
Wisconsin Agriculturist .....	25,441	7,643	33,084
Kansas Farmer .....	21,369	11,605	32,974
Nebraska Farmer .....	27,357	5,462	32,819
The Farmer .....	25,533	7,050	32,583
Farm & Ranch .....	27,340	4,337	31,677
Country Gentleman .....	24,348	6,516	30,864
*Orange Judd Farmer .....	30,247	.....	30,247
Wisconsin Farmer .....	21,601	6,859	27,960
*American Agriculturist .....	27,318	.....	27,318
Rural New Yorker .....	23,724	3,383	27,107
Michigan Farmer .....	24,267	2,677	26,944
Indiana Farmer .....	18,552	7,272	25,824
Progressive Farmer .....	17,164	7,814	24,978
Farmers Guide .....	14,847	10,037	24,884
*New England Homestead .....	23,929	.....	23,929
20th Century Farmer .....	20,183	3,324	23,507
Northwestern Agriculturist .....	22,642	774	23,416
Farmers Review .....	21,621	265	21,886
*Northwest Farmer .....	17,211	.....	17,211
Practical Farmer .....	8,726	796	9,522

In making comparisons, proper allowance should be made for those weeklies which in some months have five issues to the month.

## SEMI-MONTHLIES.

Kimball's Dairy Farmer .....	14,214	18,496	32,710
*Dakota Farmer .....	28,620	.....	28,620
Prairie Farmer .....	23,724	2,293	26,017
*Farm & Home .....	23,798	.....	23,798
Farm & Fireside .....	22,821	68	22,889
Farm, Stock & Home .....	21,330	1,010	22,340
Southern Planter .....	15,279	6,842	22,121
*Oklahoma Farm Journal .....	14,616	1,026	15,642
Southern Cultivator .....	13,654	1,828	15,482
Farm Progress .....	13,355	665	14,020
Up-to-Date Farming .....	11,289	390	11,679
Illinois Farmer .....	10,990	174	11,164
Home & Farm .....	9,476	251	9,727
Missouri & Kansas Farmer .....	6,641	350	6,991
Farmers Voice .....	4,445	647	5,092

## MONTHLIES.

Farm News .....	13,741	1,653	15,394
Farm Journal .....	12,648	143	12,791
*Farmer's Magazine .....	12,544	.....	12,544
Successful Farming .....	12,350	.....	12,350
Missouri Valley Farmer .....	10,151	455	10,606
Agricultural Epitomist .....	8,063	215	8,278
Farm Life .....	6,626	250	6,876
*Farm Press .....	6,480	.....	6,480
Farm World .....	2,058	.....	2,058



## Have You Sent Your Contract?

Last chance to get in on the  
50c per line rate is near at hand

# The Southern Ruralist

Atlanta, Georgia

will advance its rates September 1st, from  
50c to 75c per line.

Contracts received before September 1st,  
1912, will be entitled to the old rate of 50c  
per line up to January 1st, 1913.

Beginning January 1st, 1913, all con-  
tracts must be figured at 75c per line.  
Furthermore, all contracts received after  
September 1st must read 75c per line from  
date.

**The new rate of 75c per line will be  
based on a circulation of 150,000**

Send us your order now so as to secure  
the 50c rate for the balance of this year.  
It's a bargain.

**SOUTHERN RURALIST COMPANY**  
Atlanta, Georgia

Chicago Office  
J. C. Billingslea  
816 First National Bank Bldg.

New York Office  
A. H. Billingslea  
1 Madison Ave.

St. Louis Office  
A. D. McKinney  
Third National Bank Bldg.

# Why Farm Press Pulls

To maintain its productiveness for advertisers, a publication must have a steady stream of fresh circulation.

Run over in mind the publications with which you are familiar; compare the good "pullers" with the slow.

You will find the most productive mediums are those on which the circulation is increasing rapidly.

That's why Farm Press is paying so well. The natural increase in circulation is being aided by an intelligent, aggressive and successful subscription campaign.

New subscribers mean new customers. Increased circulation means increased business. These are two of the reasons why Farm Press pays advertisers.

## FARM PRESS

Duane W. Gaylord, Adv. Mgr.

**CHICAGO**

The inquiries were particularly valuable, however, in showing just exactly what particular information was wanted about the product. The inquiries were classified according to subjects, and each subject taken up separately and covered thoroughly in an ad. Complete directions for installing and operating each type of battery were included in the series of ads, because, as Mr. Hutchison says, the average non-technical battery-user puts his battery out of commission first and reads the directions afterwards.

Boiled down, the matter might be summarized as follows: "Every ad should be capable of doing good with somebody, and at the same time incapable of doing harm with anybody."

### ARBITRATION VS. LITIGATION

The adoption of arbitration is a substitute for expensive, protracted and wearisome litigation—which is commercial war—in those disputes between business men as to the quality of goods purchased, the meaning and conditions of contracts entered into, etc.—this is not a new thing, for the New York Chamber established such a system one hundred and forty-four years ago. It is now, however, beginning to be extensively applied in many trades and exchanges in this and other countries, and it is sure to grow in favor, until, it may be, an arbitration decision in one country in a case involving international consideration will have the force of precedent in every other country. As a matter of fact, the London Chamber of Commerce is at this time endeavoring to give this international scope to its arbitration system.—S. S. Pratt, *secretary of New York Chamber of Commerce, to National Association of Credit Men, Boston.*

### GERMAN COMMERCE GROWS

The final estimates of Germany's foreign trade for 1911 show a much bigger gain in imports than had been assumed in the provisional estimates given out about the end of January. As now returned the value of the import trade reached the unprecedented total of \$2,310,000,000, which denotes a gain of not less than \$183,000,000 over 1910 and \$280,000,000 over 1909. In ten years imports have gained \$1,020,000,000, or 79 per cent.

The final estimates of the export trade for 1911 show a total of \$1,929,000,000. This is a gain of \$149,000,000 over the figures for 1910, which is a considerably smaller gain than that of 1910 over 1909—namely, \$209,800,000.

The United States continue as the second largest exporter to Germany (Russia being first) and the third best customer.

## LAZY SPOTS IN COPY

HOW COPYWRITER'S LAZINESS FORCES A MAN TO WORK HARDER THAN IS REALLY NECESSARY — THE DIFFICULTY OF FILLING A QUARTER-PAGE WITHOUT SAYING ANYTHING — TRYING TO TWIST THREADBARE PHRASES INTO NEW ARGUMENTS

*By S. C. Lambert.*

A good many copywriters work a great deal harder than is really necessary because they are afflicted with a complaint which in homely circles would be called plain laziness. The "lazy man's load" is proverbial in certain districts where they still burn stove wood. To avoid an extra trip to the wood-pile the lazy man piles more sticks in his arms than he can conveniently carry, and spends energy enough for three trips gathering up the results of a stumble. Just so with the copywriter; to avoid a trip to the sources of information he spends three times as many hours and four times as much energy in the endeavor to twist mere language into the form of a convincing sales talk. "Copywriter's laziness" ought to be added to the list of vocational diseases.

A trip through the pages of almost any magazine or newspaper will produce plenty of traces of the disease. Many an advertisement contains little arid spots, each of which represents a fact which the copywriter didn't know, and the lack of which had to be glossed over with language. And the funny part of it is that usually it is a good deal harder to think up the language than it would be to find out the fact and put that in. Here's the opening sentence from a form letter put out by a men's tailor:

If it isn't your instinct to dress distinct you'll soon be extinct—and that's no Bull Durham.

Just think of the horsepower required to think up that ingenious twist of language! Think of the "lazy man's load" this particular form letter expert forced himself to carry when it



"Say, old humpty-dumpty," said the cameleer to his camel, "how would you rather travel, up hill or down hill?"

"Please, sir," replied the camel, "is the straight way across the desert closed up?"

Some of the progressive farmers who read *Farm and Fireside* can be reached some of the time through various combinations of various mediums. But think of the saving and think of the advantage of reaching all of them every other week through the columns of the paper they prize—the paper that is an absolute necessity.

Up-and-down-hill methods are wasteful. The straight way, open to all advertisers whose goods are worthy, is

**FARM<sup>AND</sup>FIRESIDE**

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

would have been so much easier to call the tailor to the telephone and ask, "What have you got, anyway?"

Indeed, the little desert spaces in otherwise perfectly good advertisements ought to be labeled with question marks, for the question mark is placed alongside them by the reader whether or no. Note this, from an automobile ad:

Mounted on a tried and proven chassis of remarkable workmanship, you will find a new body with exceptional lines, features and finish. Such comfort and equipment have never before been embodied in a standard model or included in a catalogue price.

Honestly, it is awfully hard work to write language like that. It is pretty nearly the hardest work in the world to fill a quarter-page with type (no matter how big the type may be) and not say anything. Of course, if you've nothing to say you can't say it, but it is much easier in the end if there is a fact or two dug up.

When he came to America a poor boy, in 1849, there was no such thing as durable or stylish clothing at economical prices.

In his mind's eye he saw thousands of men, millions of men, waiting for the opportunity to buy economical, durable clothing, well made, with the cut of fashion. With this in mind he commenced manufacturing in a small way—the first clothing factory in America.

From that time on he has been steadily bettering the essentials as well as the details of medium-priced clothing. He is the father of to-day's new standard for judging clothes values, the standard of ——— Clothes.

There's a fact in that—just one. The first clothing factory in America was founded by a man who came to this country in 1849. The rest of it is language. And why this superfluity of language to conceal one harmless fact? The copywriter was afraid he would run out of facts before the campaign was over if he dipped into his supply too recklessly. A competent cost-accountant could probably figure out how much that phrase about "to-day's new standard for judging clothes values" cost the advertiser on the basis of the length of time it took to think it up. It would be interesting to compare it with the cost of securing and setting down half a

dozen assorted facts about the business.

——— Hats are the choice of the Cosmopolite. Their metropolitan air gives distinction to his appearance. Imperial value is such that Three Dollars marks the price limit for a hat. More money cannot buy more value.

It looks easier to write that than it would be to discover some valid reason why the ——— hat is worth more than it costs, but it isn't, provided of course that there is any valid reason. Maybe if I was absolutely sure what a cosmopolite really is I would rush out and buy a hat, but I think some information as to how the hat is made and what it is made of would be a stronger persuader. My sympathy is all with the poor copywriter, though, who was forced to think up a long word because he didn't know anything about the goods.

The perfect balance which gives the ——— its easy riding qualities and tire economy is not a thing of chance. It is the result of expert engineering ability, combined with unsurpassed facilities for manufacture backed by sixty years of experience. The ——— car is distinctive—our literature tells why it is better—service proves its value.

Strike out the "sixty" and substitute the proper number, and you could apply that paragraph to any automobile ever made. The reason for keeping all the information bottled up in the "literature" and not letting any of it leak out into the ad is simply this: the man who wrote the ad was too lazy to get up from his comfortable seat and refer to the "literature." There were probably plenty of facts in a filing cabinet right in the office, but it looked easier to write words.

If the only result of copywriter's laziness was its effect upon the value of the advertising, it would be bad enough. But it not only reduces the power of the copy, but makes the writer work overtime unnecessarily. More than once I have seen the advertising manager of a large concern (an ex-advertising manager now) sit down at the typewriter with closing day so close that a special delivery stamp would hardly get the copy to the magazines in time, and make desperate efforts to

twist "high-class workmanship," "proven efficiency" and "exceptional material" to the semblance of a real argument. One time in particular I remember, when he had sent the copy off in a hurry to catch the forms, and the sales manager came through with a fact he had unearthed somewhere, and insisted that it be put into the ad. It took a three-hundred-word telegram to do it, and some underling about the shop suggested that the telegram start like this: "That copy we sent ain't

the copy; we were only fooling!"

Of course it isn't always the copywriter's fault. Sometimes it is simply impossible to get any facts because the boss is afraid of giving away business secrets, and once in a while the facts wouldn't be good advertising if they were presented. Under those conditions a copywriter is quite justified in making use of empty phrases. There is nothing else for him to do. But he certainly earns his salary, even if the results are unsatisfactory.

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Are you city-bound  
for most of the summer?

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**T**HE COOLEST fabric I have ever made into 2-piece suits is now on my shelves. So loosely woven it won't hold heat nor stop a zephyr.

**vroom-**  
279 Fifth Ave.  
Opp. Holland House **taylor**

## NEBRASKA'S WEALTH PRODUCTION

This year will exceed any year in the state's history. Ample moisture has put all crops in excellent condition.

Nebraska people have money to spend, and they will spend it. Reach these people through

## The Lincoln Daily Star

The Star circulates in Nebraska's richest agricultural section. The Star has the largest circulation of any Nebraska newspaper published outside of Omaha.

The Star gives an itemized statement of circulation. The books are open for inspection.

The increasing prestige of The Lincoln Daily Star is proof of its merit as an advertising medium.

## THE STAR PUBLISHING CO., Lincoln, Neb.

H. M. Ford, Western Representative  
1048 People's Gas Bldg.  
Chicago, Ill.

Robert MacQuoid Co. (Inc.)  
903 Brunswick Bldg.  
New York

## OPPORTUNITIES IN LATIN AMERICA

THE OPENING OF THE PANAMA CANAL BRINGS SOUTH AMERICAN COUNTRIES INTO CLOSER TOUCH—FOREIGN TRADE OF LATIN AMERICAN COUNTRIES MORE THAN TWO BILLION DOLLARS LAST YEAR, THOUGH U. S. GOT LITTLE OF IT—PART OF AN ADDRESS AT THE CENTRAL DIVISION CONVENTION A. A. C. OF A. AT TOLEDO, JUNE 14

*By John Barrett,*

Director General, The Pan American Union, Washington, D. C.

Every commercial, civic, social and educational organization in the United States should be studying the commercial, material and general conditions of the twenty countries reaching from Mexico and Cuba south to Argentina and Chile. They should be considering in every phase the economic, political and commercial effect upon the United States of the opening of the Panama Canal. They should forthwith help to inaugurate a nation-wide movement whose principal slogan should be "Get ready for the Panama Canal," and the corollary to that should be "Go after Pan-American Commerce."

There is not a country or a port of the vast coast line of Latin America, especially of those sections of it to which the canal will give the United States direct access, which is not being visited by considerable numbers of the representatives of the manufacturing, exporting, importing and shipping interests of Europe and Asia. This is to their credit, but it is high time that men from the United States were doing the same thing and preparing to get the share of this trade to which they are logically entitled.

Think of it! Last year the twenty Latin American republics, although they were neglected by the United States, conducted a foreign trade valued at the magnificent total of \$2,300,000,000. The quality and meaning of this is still more impressive when it is remembered that it represents an

increase of nearly \$1,000,000,000 in the last ten years. The share which the United States has in this vast trade exchange is not by any means as great as it should be, but it is large enough to prove its value and the desirability of trying to extend it. Last year the United States bought and sold with its sister republics products valued in excess of \$650,000,000. This represents an increase of nearly \$300,000,000 in the last ten years. During the coming year the total should exceed \$700,000,000.

Let the advertising clubs of America understand that they have a most fruitful and fertile field for their skill and their methods in the newspapers and publications of Latin America, and in the preparation of the kind of catalogues and descriptive pamphlets which will appeal to Latin American buyers and traders.

### THIN END OF WEDGE

The House of Representatives passed the Sulzer standard apple barrel bill with only one amendment. The object of the bill is, according to Mr. Tuttle, who reported the measure, to "prevent fraud and deception in the apple business, which handles the largest fruit crop in the country. Provision is made for standard packages throughout the United States, and a standard is fixed for the grade and sizes of apples in commerce. It will establish for the producer a broader and more stable market; it will give the distributor confidence in the integrity of the package and the grade, and it will assure the consumer of both the quantity and quality of the food which he buys.

"This measure has received practically the unanimous approval of all branches of the apple industry; and representatives of fruit growers, fruit jobbers, horticultural societies, boards of trade, granges, commission merchants, apple shippers and exporters from all parts of the United States, with scarcely a dissenting voice, urged its passage."

This bill is interesting to all producers and manufacturers who market their product in packages, as an indication of the trend of legislation.

### GROWTH OF LIBRARY IDEA

My suggestion is that you, Mr. Employer, establish in your institution a library, taking as your first choice all of those books that directly concern your specific business, and follow this up with first-class literature on general business.—*E. C. D. Price, president E. C. D. Price Company, San Francisco.*

# Ideas For Covers

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¶ The Beckett Paper Company has put together in portfolio form a large number of booklet and catalogue covers—selected for their beauty, tastefulness and general fitness for the purposes to be served. They make an exhibit any advertiser can consult for guidance, and with ample opportunity to get helpful suggestions from them.

¶ This portfolio will help any progressive advertiser to increase the Economical Effectiveness of his Business Literature. Sent *free* by express, charges prepaid, to any advertiser writing on a business letter-head and mentioning PRINTERS' INK.

¶ Where shall we send the Buckeye "Traveling Demonstration" of cover ideas?

**The Beckett Paper Company**

*Makers of Good Paper  
in Hamilton, Ohio, since 1848*

## PLAYING THE INQUIRY TO THE LIMIT

THE SHREWD MAIL-ORDER ADVERTISER WILL APPRECIATE THE OPPORTUNITY OFFERED BY THE PROSPECT'S FIRST LETTER—HOW TO MEET UNSEEN COMPETITION—THE IMPORTANCE OF QUICK ACTION IN MAKING THE SALE BY MAIL

*By Roy B. Simpson,*

Advertising Manager, Roberts, Johnson & Rand Shoe Co., St. Louis.

The head of one of the great Chicago mail-order houses is credited with the statement that not more than seven or eight per cent of the people are buying goods by mail at any time. But there is a new crop of mail-order buyers every year.

The great problem seems to be to induce the buyer to send away from his home town for merchandise that he has never seen. You must convince him that your catalogue illustrations and descriptions are accurate and that your values are better than he can get from his home merchant. There are many specialties that cannot be obtained in small towns and cities. They can be bought only direct from the manufacturer or from the distributing agent in a large city, but the general merchandising concerns sell the same lines and grades usually found in the retail stores throughout the country.

The main advantage a large mail-order concern has over the retail dealer in the smaller towns is a more complete stock and in some cases slightly lower prices; but the increased cost of doing business in the larger city and the express or freight charges on the goods to the customer in the smaller places sometimes make the cost of a bill of goods, delivered to the consumer, as much or more than the same goods would cost if bought from the local dealer. No mail-order house, however large, can hope to sell very many of its customers everything they eat, wear or use, because the rank and file of mail-order buyers patronize their home

merchants by purchasing from them groceries and other staples, including merchandise that must be had in a hurry.

Farmer Jones may send to the Chicago mail-order concern for his hats, clothing and agricultural implements. Bill Davis, the carpenter, may buy his tools and his wife her dress goods, notions and millinery from the mail-order house, but they will continue to supply their table from their own corner grocery. They will continue to do a certain amount of business with the mail-order concern until some wide-awake local merchant convinces them that it is to their advantage to buy at home. The mail-order advertiser must first get the names of people who buy goods by mail. To do this he advertises his wares or circularizes a list of known mail-order customers. The more effective method is to advertise. The most carefully compiled mail-order lists are often disappointing in producing business.

In 1904, when I was connected with one of the large Chicago mail-order concerns, we faced the problem of getting distribution on a new catalogue of notions. This catalogue contained 36 pages of hatpins, belt buckles and embroidery materials such as are usually found in the notion department of an up-to-date department store. The manager of the department insisted that we send these catalogues out to a carefully selected list of mail-order customers which he had bought from another concern. It cost us three cents each to print and mail the catalogues, but the volume of business received from this list of names was not sufficient to pay the postage alone.

We then prepared a special advertisement as a bait to draw cash orders from actual mail-order buyers. An embroidery outfit consisting of six stamped doilies, three skeins of embroidery silk, an embroidery hoop and a book on embroidery was advertised at the low cost of thirty cents. This outfit cost us something like sixty cents, not including postage, and it was advertised in a number of



women's publications. This "prize packet" was offered to introduce the beautiful new catalogue of our notion department.

This advertisement, occupying a space of fifty lines, brought several thousand cash orders, all of which were filled at a loss of nearly one dollar each, but by promptly mailing the package and catalogue and following up these initial orders persistently the business of the notion department was largely increased. Much of the success of this campaign was due to the skilful manner in which the first orders were followed up.

The mail order advertiser, it matters not whether he is a specialty man or a dealer in general merchandise, must follow up his catalogue requests promptly and persistently, otherwise he will lose out in this great game of selling goods by mail.

#### KEEPING COMPETITION IN MIND

If you are advertising ladies' cloaks and suits or men's ready-to-wear clothing, or any other line, you must remember that there are other concerns that are advertising similar lines. They are your competitors and it is the most natural thing in the world for the prospective mail-order buyer to write several different concerns for catalogues to see which offers the best values. Let me cite the case of a farmer who wanted a cream separator.

The farm papers were full of separator copy. Not only the large concerns distributing through agents, but several mail-order houses were advertising cream separators. I had a relative who wanted a cream separator and he asked my advice. He had written for the catalogues of several but would wait until they presented their arguments before deciding. I told him this was the thing to do, then use his own judgment. He wrote to six different concerns and mailed his letters on the same date. It was two weeks before he received all six catalogues. The first came within three days after he had mailed his letter and by the time he had received his last catalogue he had two follow-up

Over 400  
Ships

1,210,000  
Tons



## To Advertising and Sales Managers

In offering prizes for good salesmanship, consider our cruises to all parts of the world, ranging from 16 to 110 days, and costing from \$85 to \$650 and upwards.

No other prize you could offer would be more acceptable or helpful.

For particulars address,  
Advertising Department,

**HAMBURG-  
AMERICAN  
LINE**

41-45 Broadway  
NEW YORK

letters from the dealer who was first on the job.

Within a month my relative had received two to six letters from all six concerns. Three of them wrote two letters and stopped, one of them wrote four letters, another wrote five and the concern who was first to send the catalogue was the one who wrote six letters giving reasons why the prospect should buy his cream separator.

To the credit of all six of these concerns I will say that the letters were exceptionally good, but the man to get the order was a top-notch in producing letters of the kind that get orders.

There is scarcely any article on which the manufacturer has a monopoly. There is more or less competition in every line, whether it be a specialty or a commodity; therefore the mail-order advertiser, to succeed, must have a catalogue that is right and he must send it out promptly on request. The average person who writes for a catalogue is burning with curiosity to know all about the goods. Send him the catalogue quickly and get his order while he happens to be in the buying mood.

There are only three reasons why the catalogue and first letter will not bring an order. These reasons, briefly stated, are:

1. Your price may be too high.
2. Your prospective customer may be confused by the claims of other manufacturers in your line.
3. Some unforeseen circumstance may have arisen that will prevent your prospect from buying at this time.

Nothing but a series of the proper kind of follow-up literature will bring you the business or show a reason why your prospect is not in a position to send you an order. I have seen the seventh follow-up letter, sent to a list of 5,000 names, produce more orders than the preceding six letters combined.

Usually the concern which has the best organized and most systematic follow-up department is the one that gets the business and fills its orders at a profit.

## ADVERTISING MUNICIPAL BONDS

One of the best markets in the world for municipal bonds is New York. Other cities also have responsible bond houses eager to bid on any municipal issue, however small, provided they can get details. Bond dealers in all these larger cities are watching carefully for new issues and even go so far as to keep records of all bond elections and any other information that points toward bond sales.

These dealers are ready to bid as much for new issues as will leave them a profit after reselling, and because they have large clienteles are able to find the best market. The competition between the houses is so keen that the municipalities get the best prices possible, and but a very small profit is made by the bankers. The municipality, in not more than one case out of ten, will receive a higher bid from an individual than from the bankers.

Yet many cities, towns, counties, school districts, etc., neglect to advertise their bond offerings so that large city bond houses learn about them. Possibly after the sale is over a local purchaser of the bonds will bring them into the city to sell to a distributing bond house.

A recent writer on this subject suggests that municipalities have publicity directors qualified to know what are the best methods of selling municipal bonds.

This writer says: "It is not unusual to find a city of the second and third class, even cities of the first class, advertise the sale of a very large issue in its local paper only. No consideration is given the money centers, and it is often found that bankers who might be anxious to purchase the bonds at a premium are in darkness as to the offering. Quite a number of municipalities recently disposed of bond issues in local districts securing very low bids with but little competition, directly traceable to the sale being unknown."—*Boston News Bureau.*

## TOO MUCH TALKING TO TALK

In my opinion the most important thing in working up an export trade through advertising, whether it is trade paper, daily paper or catalogue advertising, is to know how to tell your story—to bring out the points of individuality, novelty, difference or improvement that distinguish your goods.

And it is precisely in this direction that many a manufacturer and many an advertising agency fails. I should be afraid to tell of the number of catalogues that I have seen, to say nothing of advertisements and of letters designed to provoke orders, that did not include the very points which the salesman representing these goods relies on most when he is talking face to face with a prospective customer. It seems to me that the strongest selling points ought to be incorporated in every bit of advertising copy as well as in other literature and in correspondence.—*B. Olney Hough, editor "American Exporter," to Detroit Adcraft Club.*

# SUCCESSFUL FARMING

**"INFLU-  
ENCE" or**



**"REAL  
HELP"**

A long list of publications in which you advertise may *influence* the dealer in his *first* order.

A big circular telling him what you are going to do for him may *influence* his *first* order.

A long series of letters telling about your prospective advertising campaign may *influence* the dealer's *first* order.

Earnest and enthusiastic co-operation of the sales force will *influence* the dealer's *first* order.

All these things are proper and legitimate methods of influencing the dealer, *providing*—

you deliver the goods.

That means both merchandise and advertising. If you use both to influence the dealer you must deliver both in order to keep his trade.

Back of all your advertising talk to the dealer must be an advertising campaign that really *helps* the dealer by sending people into his store to buy your goods.

A continuous stream of customers is the best influence you can bring to bear on the dealer. It lasts and means re-orders.

Talk to 600,000 of the best farm families in the North Central States, through Successful Farming. Give them an idea of your product that will send them to their dealer's store to ask for it.

No other advertising medium published anywhere reaches so many well-to-do farm families in the North Central States and no combination of publications will reach the same number of farm families in this section for so little money. Don't be satisfied with simply *influencing* the dealer. *Help* him. Write to us for definite information about how it can be done.

## SUCCESSFUL FARMING

E. T. MEREDITH, Publisher

DES MOINES, IOWA

# Why New England

## Does Appeal to Advertisers

New England does appeal to advertisers because in no other section is there so much capacity and readiness per mile, to purchase goods.

This ability to buy is founded upon an unusual density of population, composed of people of means or those employed at well-paying labor—men and women whose condition and occupations give them incomes on which to live liberally. They are ready purchasers because they have ready money.

This dependable buying capacity will increase steadily in the future as it has in the past. New industries are constantly being established, furnishing more employment.

Every advertiser knows that a prosperous manufacturing population is a good purchaser. It buys largely and is quick to seek for merit in new articles. It is progressive, thrifty.

<i>Waterbury, Ct., Republican</i>	<i>Lynn, Mass., Item</i>
<i>Worcester, Mass., Gazette</i>	<i>Portland, Me., Express</i>
<i>Springfield, Mass., Union</i>	<i>Burlington, Vt., Free Press</i>
<i>Salem, Mass., News</i>	<i>New Haven, Ct., Register</i>
<i>New Bedford</i> <small>Standard and Mercury</small>	<i>Meriden, Ct., Record</i>

## IS THE DISTRIBUTION SCHEME WASTEFUL?

ONE OBSERVER WHO THINKS THE HUE AND CRY ABOUT THE MID-  
DLEMAN UNJUSTIFIED—WHOLE-  
SALESMEN AND RETAILERS SUFFER-  
ING BECAUSE THEY FAIL TO AD-  
VERTISE THE SCOPE OF THEIR  
SERVICE, WHAT IT COSTS THEM  
AND WHAT IT SAVES THE PUBLIC  
—A REVIEW OF SOME "FANTAS-  
TIC" DIRECT TO CONSUMER SALES  
EFFORTS—ADDRESS BEFORE RO-  
CHESTER AD CLUB

By *Walter C. Taylor*,  
Editor of *Boot and Shoe Recorder*,  
Boston.

In a general way, and from many sources, the impression on the part of the public has been strengthened that the retail dealer is carving for himself too large a slice.

The challenge of those who attack the present system of distribution of commodities should be met. False statements should be refuted. Misinformation should be corrected. The retail dealer cannot afford to rest silent under the accumulating errors of statement which assail his standing.

Such errors are manifest, in many instances. Let us revert to the mistaken estimate attributed to the President—his assertion that the profit of the retail dealer is double that of the hide dealer, the leather maker and the shoe manufacturer, in the marketing of a pair of \$3.50 shoes. Apart from the fact that even the profits of the first three are over-stated, and the further fact that retail dealers usually pay more than \$2.50 for shoes which they sell at \$3.50, there is a most serious fault in that estimate; the profits of the hide dealer, the leather maker and the shoe manufacturer are stated as net profits (which are the only real profits), and the stated profit of the retail dealer is gross profit!

That is to say, out of that suppositious dollar (which will be found to shrink) must be paid rent, and clerk hire, and freight,

## The Pay-roll of New Haven

IS THE LARGEST IN  
CONNECTICUT

The city is not only a college town, the seat of Yale College whose sons are helping to do what is well to be done all over the world, but has a great many industries of its own whose payrolls help to make its citizens prosperous. The New Haven

## Register

is the one great paper of this fine city. It is a two-cent evening newspaper with more circulation, more business, more influence and more friends than any other New Haven daily.

To be in the "Register" is to be "in right" in New Haven!

*JULIUS MATHEWS, Representative.*

## The Boston Traveler

83,029

Circulation Average for 1911

87,221

MAY AVERAGE

86% within 10 miles  
OF BOSTON

95% within 20 miles

TEN CENTS A LINE

On contracts—unclassified

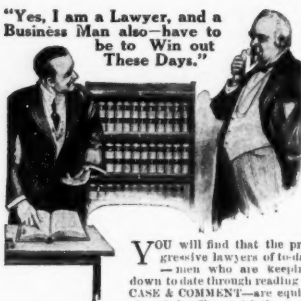
As near as we can figure it out the advertisers in the Traveler get more value for their money than the advertisers in other Boston dailies. Most of the local advertisers in the Traveler tell us this.

The Traveler's rate per line per thousand is higher than many of them, but it is as much a failing to measure newspaper values by circulation and rates as it is to measure the worth of men by weight and height. The clever buyers of space—though in minority—know this.

*Frank S. Baker*

Publisher.

"Yes, I am a Lawyer, and a Business Man also—have to be to Win out These Days."



YOU will find that the progressive lawyers of to-day—men who are keeping down to date through reading of **CASE & COMMENT**—are equipping their offices with the most modern business appliances—new book cases, vertical files, desks, and systems designed for highest efficiency. They are energetic business men (nearly all litigation grows out of business, you know).

What an opportune field for the general advertiser in all men's lines.

**CASE & COMMENT** has a National circulation of 16,000 copies. It is the only real lawyer's magazine in the country to-day that helps the lawyer in his work, entertainingly.

Put **CASE & COMMENT** on your Fall list this year. Rates are quite moderate.

July Number on request

August forms close July 10



ROCHESTER - - - NEW YORK

# WICHITA

## A Great Stock Market

Last year 15,000 cars of stock, 230,000 cattle, 600,000 hogs were handled by this market. Annual output of packing houses \$17,000,000.

Cattle shippers in this territory are best reached by

## POSTERS

Service Class A

**Crawford & Martling Poster Advertising Co.**

and light, and heat, and taxes to city and state, and insurance, and interest on money owed, and every expense of store management, before a solitary cent can be taken out by the retail dealer as real "profit." Instead of making a dollar profit he may actually be out of pocket.

The term "profit" is greatly misused, when it is used to refer to the whole difference between the price which any branch of trade must pay, in quantity, and the price at which it is possible to sell, in lesser quantity, to the individual consumer.

Again, consider the case of the Indianapolis mayor. That might well be taken as a classic, touching as it does the whole problem of retail supply.

He got potatoes in carload lots; he used the public streets, free, as a market place—or the door of a freight car; people came to him with baskets in one hand and ready cash in the other; he was helped by volunteers, who gave their service without charge.—and do not forget that he was advertised free!

He was "putting the middleman out of business"—he was taking a short cut to the consumer!

But note the reason why he stopped this very laudable work—he said, "The weather has become too cold; I have no means of keeping the potatoes from freezing."

The whole story of the need of the middleman—the retail merchant—is told in that one sentence. The mayor of Indianapolis could not keep his potatoes from freezing—but that was exactly what the local provision merchants did do—they kept potatoes from freezing, by means of expensive buildings and expensive fuel. They went to great trouble and cost to do exactly that thing—to keep their products until the customer needed them.

### THE FUNCTIONS OF A STORE

What is a "store"? What does the word mean? What is its first and primary significance?

Why, it is a stock of commodities, assembled together from all the manifold sources of supply or

production, and guarded, kept clean, preserved from extremes of heat or cold, from decay, from fire or other destructive elements, against the time when they shall be needed—in a word “stored” in order that they may be available for human use, in such quantity and at such times as humanity may need them. The idea of a place of sale is not the primary idea in the word “store.”

But as used to-day, the “store” is a full-functioned supply agency for the distribution of commodities; it not only keeps safely goods assembled from all over the world, in places of convenient access to the busy public, but it furnishes expert service to the buyer in selecting the particular goods he needs; it sends the goods to his home; and it furnishes him, many times, advantages in the matter of convenient payment.

The fundamental idea that a merchant does render a real, measurable, tangible and important service to the community needs emphasizing.

He works for his living—and he is entitled to just wages.

His so-called “profits” are his wages. What other means has he of collecting them?

The truth is that no possible scheme or method of distribution can be devised which will do away with the necessity of storing goods until the consumer needs them—doing exactly what “the middleman” does to-day.

There is no extra expense connected with retail merchandising to-day which is not caused by the exactions and refinements of public demand in the way of service.

On the other hand, there is no possible economy of service in which the merchants themselves would not willingly co-operate with the public.

The public can be served as it chooses. If people want to take a market basket and go to the freight yards, the provision dealers will accommodate them, but I think most of the people recognize the fact that they can make more money by using the same time in other occupations, and

## Portland

### Maine's Greatest City

*Here* is a great natural seaport with one of the world's finest harbors and with a shipping greater than any other New England city, including Boston.

*Here* is the center of a group of thriving manufacturing industries and wholesale distributors.

*Here* is the Gateway to Maine's world famous Resorts; and itself a great Summer Resort.

## The Evening Express

*Maine's Largest Daily Circulation!*

The Gateway for advertisers to the wealth of Portland

*JULIUS MATHEWS, Representative.*

Advertising in

# PHYSICAL CULTURE

carries conviction with it. There are no “doubting Thomases” among the readers. They believe in the magazine—its policies, precepts, and ideals. They believe in its advertisers to just as great an extent.

That is why a keyed advertisement nearly always “comes back.”

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager

Chicago Office: People's Gas Building  
W. J. Macdonald, Manager

Boston Office: 24 Milk St.  
Oliver E. Butler, Manager

## Quality Circulation Brings Returns

## *The First Four Months*

of 1912 The Chicago Record-Herald carried 8,425 columns of advertising. This is a

### **Gain of 168 Columns**

over the amount of advertising carried during the corresponding four months of 1911.

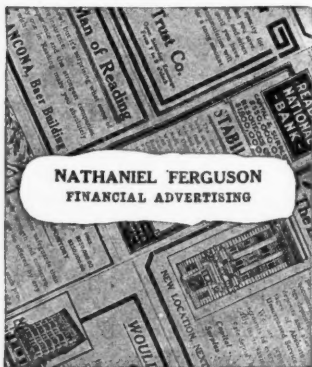
The gain of The Chicago Record-Herald during

### **The Past Fourteen Months**

is 1,904 columns, which far exceeds the combined gains of all other Chicago morning newspapers during this period.

## **THE CHICAGO RECORD-HERALD**

New York Office - 710 Times Building



**NATHANIEL FERGUSON**  
FINANCIAL ADVERTISING

### **Do you want more Financial Advertising?**

I have both a banker's and a newspaper man's knowledge and experience.

I permanently develop the Financial advertising of high class Metropolitan dailies. Write me.

I can develop, increase and improve financial advertising of high class dailies.

I can instruct publishers by mail.

**NATHANIEL FERGUSON**  
Reading, Pa.

hiring the provision merchants to bring the goods from the freight cars and place them within easy reach, or perhaps send them to their doors. The same with other goods.

There is no economic justification for many of the theoretic plans which are sprung upon the public. The "co-operative store" idea has been tried hundreds of times in this country, and it has always either failed or resolved itself into plain, independent storekeeping. The supposed benefits of the "mail-order" system of buying are mainly in the imaginations of the buyers, except for a few "single standard" articles.

How are these truths to be got before the public effectively? I have no complete answer to offer.

The duty of finding a solution is yours as much as it is mine. Yours more than mine perhaps—at least more directly than mine, because many of you speak directly to the public, whereas my work is limited within the confines of a single trade, and I speak to the merchants.

#### **WHAT NEEDS EMPHASIZING**

But here are a few things which might be done for the betterment of the situation. The idea of service can be brought up in advertising. It will be good advertising in the broadest kind of a way for a great store to let it be known how its expenses run up for clerk hire, to publish occasionally a statement of the number of people employed; to remind the public that the whole store force are workers. steadily toiling from morning till night in the service of the customer.

It would astonish the people in a city like Rochester to know, for example how many men and horses are required merely in the delivery service of a big store—a service which the people themselves demand.

In summer and in the holiday season, use the opportunity to remind the public that your store help are workers, by asking them to buy their goods at seasonable hours in order that the store workers may participate in the



benefits in that direction which other workers have received.

As to focusing the public mind upon the dealer's profit, here is one negative suggestion, which might well be heeded by some advertisers: do not be continually harping upon and exaggerating your profits, by using price comparisons in your advertising.

When you offer a special sale price, and in setting it forth, say: "This article \$2.45, was \$5," the consumer thinks of the difference and shakes his head over "the extortionate profit of the middleman." The chances are your original price was only \$4, anyway! You have perhaps tried to make the bargain more enticing by yielding to the temptation to boost the higher figure.

You know very well there are people in your own line of business who make just such offers on goods which were never intended to be sold for more than \$2.45.

Suggest to the daily newspapers that they can render themselves a service in rendering a service to all merchants, by exploiting as little as may be fantastical and impossible schemes of distribution, or theories which would sustain such schemes, or statements which greatly exaggerate the possible benefit of such schemes.

Every newspaper, wherever located, finds its best foundation for prosperity in its mutual service to its merchants and customers. I venture to say that in most localities local advertising forms 80 per cent of the total.

You will find newspapers perfectly willing to co-operate with you in this. But please remember that types do not take their places spontaneously, column after column. It is your place to supply the editor with information, as to these matters. It is your place to point out to him in a friendly way that fantastic vagaries regarding the real value and function of the merchant are an injury to you, and through you an injury to him. He will be willing to avoid deluding the consumer into the hands of fallacious schemers or swindlers.

## The Evening Gazette

is Worcester's (Mass.)  
Home Newspaper

This is the second largest city in the Commonwealth, 44 miles from Boston, far enough from its great sister city to toddle along its own way and follow its bent without the aid of Boston papers' news or opinion.

Advertisers coming into Worcester, Massachusetts—and all good ones are as welcome as the flowers in May—should see to it that Worcester people get the story of their product from the

## Evening Gazette

Carries more display than any other daily in Worcester. Goes into more Worcester Homes than any other paper.

JULIUS MATHEWS, Representative.

**Why not advertise in the paper that  
devotes its entire energies to the  
most profitable acreage in farming?**

Twenty-three states report vegetable products at over \$1,000,-000 each.

The last census shows that there are 5,698,901 farm families, and that there are 468 farm publications covering this field.

There are over 600,000 commercial vegetable growers, with but one publication covering the field, and that one "THE VEGETABLE GROWER."

Vegetable Growing is a specialized industry that can best be reached by advertising in "THE VEGETABLE GROWER."

For rates, sample copies and detailed information, address

**THE VEGETABLE GROWER**  
Boyce Building, Chicago, Illinois

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1100 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4340.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

NEW YORK, JUNE 27, 1912

**The Hidden Spring** On the whole, it is just about as safe to speculate on the real purpose of an advertisement as it is on the character of your next neighbor in the street car. Every ad is not trying to do what you think it is. Most ads are, of course, plain solicitations. Some are pure publicity. But there are others that have to pretend to be one thing and in reality are something else; that conceal under an expression of easy-going benevolence a deep-seated determination to break through by strategy where they are ruled out by force.

One of the large advertising houses in the paint and varnish line recently introduced a new product to the notice of the consuming public. This concern had been selling the goods to the paint trade and knew that the painters would resent it at once if the product were advertised for consumer use.

The problem, it appeared, was to advertise and not advertise. It was solved by advertising to the consumer to get his painter to use the new product on the con-

sumer's house interior and suggesting to the consumer, in an aside, to get a small can, try it himself on a piece of furniture and see how good it was.

This circuitous way is in this case the only one in which it is possible to reach the consumer without antagonizing the painter. It is not intended to reach the painter through the consumer; that way would be needlessly roundabout, seeing that the painters are already being well taken care of. The only chance is to "sell" them on the product and trust to the footnote doing the work. And any critic who attempted to "get down to brass tacks" and make the copy direct and snappy would be in a fair way to "put his foot in it."

PRINTERS' INK says:

*Some folks are willing to experiment with everything except the truth.*

**When Is the Sale Complete?** When the money for the goods is in the hands of the seller is the sale complete? In a narrow sense it is, of course, but the sense is getting narrower every day, with the growth of the idea of service; what the goods will *do* rather than simply what they *are*.

Every sale contains the germ of a resale, and after the money for the goods has changed hands the transaction is not closed, because a future sale is depending upon the use and service the buyer gets out of the goods. Competitors are ready with appealing reason why that future sale should come to them, and the surest way to aid a competitor's advertising campaign is to regard the transfer of the money as a final severance of relations between buyer and seller until the former may happen to be in the market again.

On the whole there is a healthful tendency to regard the customer more and the sale less. The good-will of a customer is worth something, while the good-will which follows a thousand isolated sales to different people is

worth considerably less. The motive power which builds business is in the minds of the men and women who are persuaded to patronized a concern, and not in the mere exchange of goods for money. Goods and money, in themselves, have no power to change a business for better or for worse; it is the service they give in the minds of customers which counts. So the sale is never complete until the goods are beyond the possibility of rendering any more service, and even then it may not be complete, for the memory of an honest transaction often lingers.

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PRINTERS' INK says:

*Simply because a bluff goes uncalled is no sign of success. Most men have something better to do.*

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### **How Japan Treats Advertising Agents**

In these days when one organization and another is swinging a none too carefully concealed brickbat in the direction of what is known as the "agency situation," and the agents themselves are trying to find some means of preventing other folks from telling them exactly how they shall run their business, there may be a crumb of comfort in the fact that things are different in Japan. Over there the agent does not live in constant dread lest something fall on him.

Jinzaburo Yeto, proprietor of Kohodo, an advertising agency in Tokyo, called upon PRINTERS' INK recently and propounded a question which at first was somewhat startling. "Is there," he said, "any reward from the Government, association of newspapers or association of advertising agencies to the most reliable advertising agency whose service is meritorious to the progress of commerce and industry?" Upon receiving a reply in the negative Mr. Yeto went on to explain that his agency had received more than a dozen diplomas of commendation, gold and silver medals and other valuable tokens from the influential newspapers of

Tokyo for its services in contributing to the larger growth of Japanese industry.

Our visitor was surprised to find that American agents are not, as a rule, judged by their efficiency in the public service. We imagine he would have been still more surprised if he had been informed of the attacks which are being made, from time to time, upon the "agency system" without any attempt at discrimination between the agent who is contributing to the commercial welfare of the country and the agent who is feathering his own nest at the expense of others.

As long as it is possible for a man with a little capital and very limited experience in advertising to persuade three or four business men with less knowledge than his own to entrust their advertising expenditure to his uncertain hands, and thus gain the recognition which entitles him to commissions, we shall have agents of the nest-feathering type. But the existence of a counterfeit is no good ground for prejudice against the genuine. There are a large number of agents in this country quite as worthy of diplomas of commendation as their brethren in Japan, and the relationship between the good advertising agency and the commercial development of the United States might be a subject worth study.

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PRINTERS' INK says:

*A man who will lie for his boss will lie to his boss.*

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### **Sounds Like A correspondent writes to PRINTERS' INK:**

**"Expert" to Us**

We should be very glad if you would tell us what, in your opinion, would be the average result from the sending out of 1,000 special cards, which are supposed to be unique and attention getters. We are told by one advertising man that no one who spends money for advertising expects to get it back, and if the net amount spent returns a small percentage on the investment, that this is all that can be expected.

Of course the "average result

from 1,000 cards" would depend altogether upon what was advertised, how the message was delivered and to whom it was sent. A thousand cards advertising U. S. Steel shares at ten points above the market would not provoke any very great response, while if the same stock were advertised at ten points below the market it would probably make a difference. Still, even then, the cards might be sent to a list of peanut stands and produce nothing at all.

The last part of our correspondent's letter leads us to believe that he has got into the clutches of the "advertising expert," and that worthy is bewildering and befogging him with a multitude of mysterious terms before running off with a big price for the thousand cards. That dope about "not expecting to get it back" sounds like some "experts" we have met—who have so little faith in their own ability that they must provide in advance for an expected failure. They are so sure that their client will *not* get it back that they must pretend that all the rest of the world is in the same boat.

Of course money invested in advertising, like money invested anywhere else, is expected to come back, for it is lost if it doesn't. It is not always possible to balance a specific return against a specific advertisement, but if money spent in advertising did not come back we should have to go back to buying soda crackers out of a barrel and waiting in line at the barber shop for our daily shave.

One word of advice we can give to our correspondent: We wouldn't trust any prophecy of returns on the thousand cards if the prophet were the man who made that remark about return on the investment.

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PRINTERS' INK says:

*Most of us would accomplish more if we didn't need somebody to tell us what to do next.*

### **"Digging Deeper"**

Dr. Whitney, of the General Electric Company, speaking in Boston on the work of his research laboratory, told a good many things that must strike the business world as very significant of the coming change in American industry.

His company, we are told, spends more than \$500,000 a year in maintaining an elaborate research laboratory.

Out of this laboratory has come the improved tungsten lamp, and experiments are now being made on 170 different alloys in the hope of discovering a substitute for platinum, and thereby bring down a fraction of a cent the cost of an electric light globe.

The Western Electric Company is another of the great corporations which must maintain a research laboratory. Within a year one of its engineers has discovered a method of welding platinum into German silver in such a manner as to preserve the electrical contact required in a telephone transmitter and at the same time save his company \$400,000 a year.

Dr. Whitney pointed out that most of the fundamental research was being done on the other side of the water, in Germany, and Thomas A. Edison bears testimony to the wonderful results achieved by German investigation.

In Germany, he says, "work is mixed with brains." He continues:

Lack of thoroughness causes obvious waste in this country. Analytical study is not made. Quick results in bulk are apt to be the chief consideration in American production. Science, technical skill and research work are looked upon as something apart from manufacturing in this country, while in Germany all these elements are closely knit into the factory organization.

What is true of the productive process in America is even more strikingly true of our distribution methods. We are scandalously profligate of energy. The easy way of finding out first is too hard for most of us. The research laboratory in the factory and the research idea in the sales departments are the rare exceptions, but they are coming.



NIGHT AND DAY DISPLAY ON MARKET STREET AS SEEN  
FROM O'FARRELL ST., SAN FRANCISCO'S PLEASURE  
AND COMMERCIAL CENTER, SHOWING HOW THE  
FRANCO-AMERICAN FOOD CO. REACHES THE  
HEART OF SAN FRANCISCO THROUGH  
THE SERVICES OF THE J.  
CHAS. GREEN CO.

## The Little Schoolmaster's Classroom

The Whitney & Currier Co., of Toledo, has been using a series of advertisements in which service, reliability, etc., are featured, and is desirous of knowing what the members of the various advertising clubs think of this new series of advertisements as compared with the "shrieking, exaggerated, price-juggling kind." One of the advertisements is here reproduced. The talk is high-grade and the reasoning is good, but to the Schoolmaster the copy lacks that interesting appearance that is a feature of all effective advertising. No matter what there is in the body of an advertisement, results will not come unless there is something about the advertisement to command attention and hold interest. This getting the point of contact is an all-important matter that is often overlooked.

\* \* \*

Says a reader of the Classroom: "A man high up in advertising circles declared not long ago that the only practical text-book on advertising would be a loose-leaf one, the pages of which could be changed quickly to keep pace with the rapid and never-ending changes in conditions. And another recent writer asserted that it was best, in Y. M. C. A. lecture courses, to use the current

newspapers and magazines instead of text-books, the reason being that books relating to advertising were out of date almost by the time they were off the press. What does the Schoolmaster think of this?"

The Schoolmaster thinks the views referred to are extreme ones. A good text-book does not deal particularly with current conditions and tendencies, but with principles; and principles stand

*First of all—*  
**Reliability**

Number Two

"Profits are legitimate only when they come from service."  
—Woodrow Wilson.

### The Real Purpose of Commerce

Emerson defines commerce as "the bringing of things from where they are plentiful to where they are needed." This definition recognizes that the chief function of business is to provide facilities for the convenient transfer of merchandise from producer to consumer.

This fundamental principle must not be overlooked when considering the value of a merchant to his community. The purpose for which men engage in business is usually declared to be "to make money." But is this the chief and only purpose? Are not most men actuated by higher motives than the desire for dollars? Are not other purposes in commercial life of greater importance than mere money making? If money making were the only motive, the shrewdest rascal would be the best merchant for he would make the most money.

Evidently the chief end and aim of business is not to make money, but to serve the public. Though it may be necessary to make money in order to stay in business, profit should come only as a result of service.

The chief purpose of business is to enable the public to buy conveniently any desired commodity and to enable those having something to sell to find a convenient market.

The Whitney & Currier Company have always recognized these requirements of successful merchandising. We aim to carry in stock such a quantity of musical instruments from the most representative houses and in such variety as will enable buyers to conveniently and satisfactorily select the instrument best suited to their particular needs. Whatever success we have achieved is due to the fact that the public have recognized and appreciated the service rendered. We aim to deserve this appreciation by the excellence and reliability of our service.

**THE WHITNEY & CURRIER CO.**

815-816 MADISON AVE. TOLEDO, OHIO

DOES THIS AD LACK INTEREST IN APPEARANCE?

the test of time. The attention-attracting quality and legibility of type, for example, are determined by the laws of optics, and these laws do not change with the seasons. The principles of interest, of desire, and all the other things that belong to the psychology of advertising are not things that change overnight. A certain book of talks on advertising written some twelve or fifteen years ago by one of the foremost advertising men of America is as much in date now as it was then so far as the principles of copy-writing is concerned, though the styles of setting advertisements have changed considerably in the meantime. But of course it is true that as yet there are only a few books that are of much service to the student of advertising. He ought to supplement his study of these by careful observation of representative newspapers and magazines — including **PRINTERS' INK**, of course—and by association with

live men in advertising and selling work.

\* \* \*

The Schoolmaster rejoices over the outlook for deeper investigative work in the advertising field. Much has already been done, but it is only a fraction of what lies ahead. In spite of all the advance in advertising, there is an enormous waste still going on, and ways and means of lessening this waste must be found. All true investigation turns on a little light and helps to increase efficiency. Particularly is waste noticeable in the newspapers of the smaller cities and towns, and in most of the trade and technical papers. Here is a field for many newcomers. The Schoolmaster hopes the day is near at hand when there will be more "make-it-pay" men or departments in publishers' offices. "Make-it-pay," by the way, is an exceedingly apt way of expressing the policy in a big technical-paper publishing concern

*Most Wonderful Percentage of Growth of  
Any Newspaper in the World Is Shown by*

## THE KNICKERBOCKER PRESS

May 21st, 1910	-	Circulation,	2,100
May 21st, 1911	-	"	11,140
May 21st, 1912	-	"	26,746

Publication office: 18 Beaver Street, Albany, N. Y.  
Troy office: 382 River Street. Schenectady office: 406 State Street.  
Foreign Representative **JOHN M. BRANHAM CO.**  
225 Fifth Ave., Mollers Building, Chemical Building,  
New York City. Chicago, Ill. St. Louis, Mo.

**1847 ROGERS BROS.** X S  
TRIPLE

*"Silver Plate that Wears"*

The famous trade mark  
1847 ROGERS BROS. guarantees  
the heaviest triple plate.

Catalogue "P"  
shows all designs

**MERIDEN BRITANNIA CO.**  
(International Silver Co., Successor)

MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO





which is doing much toward better things in a field where years ago space seemed to be bought, as a rule, merely as a duty and little attention was paid to what went into the space. Earnest effort in the publisher's office to "make it pay" is sure in the long run to be bread cast upon good waters.

The hat advertisers are surely

and arms. Her condition is serious.



All the style, all the smartness, all the quality that you get in a \$3.00 hat you will find in

## KAUFMAN STRAWS

30 stores and the biggest hat business in America enable me to give you value you can't get anywhere else.

**STORES EVERYWHERE.**

20 in New York  
and Brooklyn.

**\$1.50**

EFFECTIVE USE OF SMALL SPACE IN A  
NEWSPAPER

setting a good standard this season. The Schoolmaster has already had occasion to take off his hat to one hat advertiser, and here is another ad that for good line illustration and effective use of small space can hardly be surpassed. The black background effect here makes the illustration stand out so that the advertise-

ment can hardly be missed. There is always a way to advertise the ordinary things effectively when the right man is on the job.

\* \* \*

Following the example of others, without considering carefully the difference in conditions, is as dangerous in advertising as in other lines of effort. Noting the apparently successful "vacation outfit" advertisements in the daily papers of larger cities, an ad man in a small city prepared such an advertisement for his store. The response was almost nil. In the small city the number of vacation-goers who happened to be in need of a trunk or suitcase was probably too small for such a large special advertisement to prove profitable. The advertisement did not have the right merchandising perception behind it.

\* \* \*

A strikingly individual style of advertising, like the Tom Murray or the Rogers, Peet copy makes a hit and immediately others begin to imitate it, with the idea that the acknowledged success of the originator of the style proves that the style is safe to follow generally. This is a grave error. Individuality shines through written language as it does in one's spoken words or in his deeds or appearance, and it may be a successful individuality despite the fact that it is "outside the rules"; for it is genuine. But the imitator is at best an imitator, and his work won't ring true; he hasn't the individuality of the one he is copying, and doesn't deserve to succeed in that role.

The firm which has been doing an advertising business under the name of the Bartlett-Wales Company of No. 381 Fourth Avenue, New York, has been dissolved, James Albert Wales retiring from the concern. The business, which is now under the general management of Edmund Bartlett, will hereafter be known as the Edmund Bartlett Company.

Malcolm C. Auerbach, formerly with Hampton's, is now sales manager of the Merchants' and Manufacturers' Co-operative Advertising Company, of Chicago.



## MODERN SPEED BENEFICIAL

Allowing for extremes in either direction, it is safe to say that the modern business man is healthier, mentally and physically, than his ancestors who worked more slowly with twice the waste of energy and half the glow of creative achievement. His very alertness, while "on the job," proves it. Instead of following a routine which deadened and made a mild languor chronic in the office of half a century ago, he is a conscious creator.

Modern speed is a register of things done, a cyclometer of progress. The lightning conductor at the red roll top desk has a right to be "tired," for his weariness means accomplishment. Hopeless drudgery is the "pace that kills," and every step in the march of modern business is away from it. When that march becomes a quickstep we shall not have to go in search of the simple life with Tolstoy or Thoreau. We shall be living it—the life that simplifies the complexities of chaos by mastering and molding them into use and beauty.—*"Office Appliances."*

## PRICE NOT ALL IMPORTANT

Price is by no means the main consideration in introducing goods into any markets, home or foreign. Yet this is the stumbling-block that seems to lie in the path of many a would-be exporter. What a manufacturer has got to sell, and knowing how to tell his story, count for a great deal more than the price demanded for his goods. Who can point out the cheapest make of padlocks in all the world, or the cheapest make of hammers?

No matter how cheap an article may be considered there always turns up, sooner or later, some other similar article quoted at lower prices. There are certain towns and countries that have the reputation of being cheap markets, yet in every one of them there exist shops where nothing but the best is handled and where the seller of cheap goods will be promptly shown the door.—*B. Olney Hough, editor "American Exporter," to Detroit Adcraft Club.*

## LOOK TO YOUR CATALOGUE ENVELOPES

If you would have people look into your catalogues, clothe them in attractive though not necessarily elaborate covers. If you would have them note even the covers, enclose them in proper envelopes. Many a beautiful catalogue is thrown into the waste basket without being seen because the envelope that holds it conveys the impression of a cheap affair. Waste-basket advertising is the most expensive any firm can put out.—*Lester P. Winchenbaugh to Town Criers' Club, Providence.*

## THORSON WITH J. WALTER THOMPSON COMPANY

J. A. Thorson, advertising manager of the Lion Motor Car Company, Adrian, Michigan, has joined the J. Walter Thompson Company.

Motor delivery now  
an economy

## NEW ERA TRI-CAR.

Merchants in various parts of the country have long looked for a cheap and reliable form of motor delivery.

The horse-drawn vehicle has proven expensive and confines the merchant to a limited territory.

The automobile is too expensive to run and maintain.

The New Era Tri-Car is the cheapest and most reliable form of delivery known.

It costs less to run and maintain than either the horse-drawn vehicle or the automobile.

It delivers more goods and makes more deliveries than either because of its power, lightness and general adaptability to road conditions.

It will place the merchant in closer touch with his customers and greatly increase his territory to draw trade from.

The Tri-Car is so simple and sturdy of construction that any young man can run it and care for it.

Consider the help the Tri-Car will be to you in the building up of a large and paying trade.

Merchants in the various lines of trade and in numerous parts of the country have run and maintained the Tri-Car for less than twenty-five cents a day.

Make use of the coupon—it will bring you information that will surely convince you of the worth of the Tri-Car in your business.

THE NEW ERA AUTO-CYCLE COMPANY  
31 Dale Avenue DAYTON, OHIO

THE NEW ERA AUTO-CYCLE CO.  
31 Dale Avenue, Dayton, Ohio

Gentlemen:  
Please send me your literature.

Name .....

Street .....

City ..... State .....

## THE DEVILISHNESS OF MAKE-UP

NEW YORK, June 18, 1912.


Editor of PRINTERS' INK:

The enclosed ad from a New York daily should be reproduced in PRINTERS' INK with an article calling attention to the importance of advertisers seeing that every "ad" should be complete in

## Does your hair fall out?

Then it is time for you to use Birt's Head Wash, which aids nature to free the pores of waste matter and nourishes the roots of the hair by stimulating them into healthful activity. An ideal shampoo. In hygienic tubes, 25c; jars, 50c. At drug & department stores.

GO TO  
**Philadelphia**  
IN  
**Only One Hour  
and Fifty Minutes**  
Every Hour on the Hour  
7 A. M. to 10 P. M., and at midnight with sleepers,  
from Liberty Street.  
**10 Minutes of the Hour**  
from West Twenty-third Street.  
**THE SCENIC LINE**  
Hard Coal. No Smoke. Open Window Comfort.  
Baggage delivered at either terminal in reasonable time carried on train with passenger.



itself, tied together with a border, etc., so that it could not read into any ad placed above or below it in the paper. Then a fool accident like this would be impossible.

Note the word "time" in the hair wash ad which immediately ties to the watch cut in the Jersey Central ad.

The reader could also infer that you go to Philadelphia "in hygienic tubes" and are charged for "jars, 50c." If you remember, the Waltham watch people used to run their ad right under the "Watch is your time table" ad of the Jersey Central, which makes this "accidental" combination ad all the more remarkable. A. P. T.

## CUSTOMER ALWAYS RIGHT

I believe the Shepard store is strong enough in respect to merchandise and great enough in respect to organization to put into tentative effect a plan I have long had in mind. In order to avoid the possibility of subjecting a customer of ours to unfair treatment every claim will be allowed.

The customer's word will not be challenged.

The customer is to be regarded as being unimpeachable.

The customer is authorized to assert and exact. We concede.

It isn't a question of abstract right, or ordinary equity, or unreasonableness, or violation of propriety.

It is simply our spirit of modern merchandising—our faith in our goods, our prices, our service. It is the broadest, the most liberal and the most progressive experiment that has been made in storekeeping during the last decade. No customer need leave this roof dissatisfied.

We believe the people are entitled to this measure as a mark of our confidence in their integrity, their sense of justice and their capacity for rendering decisions when complications, mistakes and misunderstandings arise without bias or prejudice. — From advertisement by Shepard Norwell Company, Boston.

## IN THE RIGHT ORDER

Reverse the code of morals of a large percentage of those who are engaged in commercial pursuits to-day, and make it read: "Get honest, get honor, get on," instead of "Get on, get honor, get honest."—George H. Williams, to National Association of Credit Men, Boston.

## Booklet No. 3

Discussing the Synthetic Advertising Campaign, will be mailed upon receipt of a signed request upon your stationery.

C. A. KEEFER &amp; STAFF

446-448 Broadway Albany, N. Y.

## Lincoln Freie Presse

GERMAN WEEKLY  
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 128,384

USE

## THE POST

IN PITTSBURGH

So say 24 local automobile dealers and agents in signed letters to the advertising manager at the factory.

## WHY?

Because they have tried it and proved it pays.

75,000 possible Automobile Buyers Read The Pittsburgh Sunday Post every Sunday.

For over 70 years the one Democratic paper in its city admitted to have the class circulation of Western Pennsylvania.

E. M. SCHOLZ, General Manager,

Cone, Lorenzen & Woodman,  
Special Representatives,

New York Atlanta Chicago

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

### ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

### ADVERTISING AGENTS

**ALBERT FRANK & CO., 26 Beaver St., N. Y.** General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### ADVERTISING AGENCIES

#### Taylor Advertising Agency

Lynn, Mass.

We are the only organized agency in New England doing distributing and sign tacking. We distribute samples, booklets, or any kind of advertising matter. We tack signs everywhere. Use Taylor's guaranteed blue lists when you want to reach a certain class of people. Advertisers write for our atlas, it has a lot of valuable information. Give us a trial and we will show results.

### ADVERTISING MEDIA

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for over 25 years the coal trades' leading journal. Write for rates.

**THE TEXTILE MANUFACTURER**, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

**THE circulation of the New York World**, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

### ADVERTISING NOVELTIES

**ARTICLES** of personal usefulness that tell your ad message in an unforgettable way to men, women and children. State nature of business. **FREE SAMPLES.** **BASTIAN BROS. CO., Rochester, N. Y.**

### BUSINESS OPPORTUNITIES

**BUSINESS LETTERS** of the reason why kind. **FRANCIS I. MAULE, 401 Sansom St., Philadelphia.**

### COIN CARDS

**WINTHROP COIN CARDS.** Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS (Dept. C.) General Printers and Binders, 60 Murray St., New York.**

### FOR SALE

**FOR SALE**—Brown & Carver, 34 inch, Automatic Cutting Machine, year old, \$450.00; 7½ inch Morrison Wire Stitcher, year old, \$225.00; one Latham, Automatic Punching Machine, nine dies, 4 years old, \$200.00; one Cottrell cylinder, 38x50, in use number of years, but still good condition, \$800.00. **JOURNAL PRINTING CO., Racine, Wis.**

**FOR SALE AT A BARGAIN**—One Cottrell 2 revolution cylinder press, 35x52, 4 big form rollers with vibrators, angle rollers and plate distribution, rear delivery, tapeless, with air chambers. This press has been in constant operation until recently, and is in good working order. Address **THE PENNSYLVANIA SOAP COMPANY, Lancaster, Pennsylvania.**

### HELP WANTED

**PRINTING and Advertising Salesman** for Printing and Publishing House, Toronto. Knowledge of advertising and thorough experience in estimating necessary. State past experience, present connection and salary wanted. Box "T. C.," care of Printers' Ink.

**WANTED** advertising agency man for sales department. Man who knows how to plan sales campaigns, lay out effective advertising literature and solicit new accounts for old established agency. Chance for man of ambition and ideas. State salary expected. Address **WHITE ADVERTISING BUREAU, INC., Seattle, Washington.**

**WANTED**—Business Secretary, with organizing ability combined with publicity experience. Must be man of energy and initiative with a record of success. A big opportunity for the right man. State experience, references, salary required, etc., in first letter. **MILLION FOR MANITOBA LEAGUE, CHARLES O. SMITH, Secretary, 22 Bank of Toronto Chambers, Winnipeg, Manitoba, Canada.**

**WANTED—PUBLISHER FOR RELIGIOUS MATTER.**

OSC. W. ERPENSTEIN, Rector, Arneburg, Germany.

**WANTED**—Out-of-the-ordinary copy originator and writer, campaign planner, and rate man who is a specialist on production of medical copy and can point to successful things he HAS done. Live agency connection where ability to make good and effect results is more important than salary. Address "D. C.," care Printers' Ink.

**RAPIDLY GROWING SOUTHERN GENERAL AGENCY** has opening for a "business getter" who can deliver a few good national or Southern accounts with opportunities for development through specialized handling. Good connection for right man—who must be clean and subject to searching investigation. Address "W. H. T.," care Printers' Ink.

**ARE YOU THE MAN?**

An established house with a national reputation wants a man about 35 years of age, possessed of executive ability, experience in promoting sales, tact as a correspondent and a practical knowledge of accounting and credits. One experienced in the sale of toilet preparations preferred. A good opportunity for the right man. Address (with full information regarding education, experience and general qualifications) "M. P. A.," care of Printers' Ink.

**Assistant to Head of Special Agency Wanted**

I want a young man, who is a gentleman and acts one, who has had some advertising experience, who can adapt himself quickly to different propositions, who can write terse, hard-hitting copy, who can come in and help me build. There never was a better opportunity for a young man than this. We already have the nucleus of a big business established (not alone advertising), have the money to go as far as we like, but I need a live chap who just itches to get in somewhere where he can work, learn and be taught. I have helped men before—the only thing that would stop you is yourself. Want young man who can associate with big men, look clean, live clean and work. Can you qualify? If so—why? Location—Middle West. Address "AGENCY HEAD," care of Printers' Ink.

**MAILING LISTS**

**PACIFIC COAST**, Addressing, Multigraphing, Printing, Mailing, Guaranteed Service. Largest and only skilled organization on Coast. Write for catalog. **Rodgers Addressing Bureau**, 36 Montgomery St., San Francisco, Cal.

**MISCELLANEOUS**

**MANUFACTURERS** looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 20c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.00, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

**POSITIONS WANTED**

**YOUNG** man, 22, who combines the ability to draw, and write simple interesting copy with the accurate knowledge of type, layout, etc., desires opportunity with agency or advertising dept. "N. O. P.," 1622 Erie Ave., Phila.

**I AM A YOUNG MAN**, 22, educated, capable, original ideas; two years' advertising experience. Good general knowledge of typography, engraving, printing. Copy man and artist. Highest references. "R. W.," care Printers' Ink.

**EFFICIENTLY** experienced advertising and art detail, young man seeks position in New York. 7 to 12 P. M. Reasonable salary with newspaper, publisher or department store. Address "YOUNG MAN," care Printers' Ink.

**COLLEGE MAN**, 27, mail order, selling experience, total abstainer, mental capacity. Object, desire to serve, ambition, master the science of advertising, wishes to connect with a large advertising agency and grow. Address "AREA," Printers' Ink.

**MANAGER**

with 20 years' advertising experience desires new connection Sept. 1st. Thoroughly experienced in all departments of agency, or fully qualified as advertising manager of large general advertiser. Write "B.G.," care Printers' Ink.

**Assistant Advertising Manager**

(25) Qualifications—2½ years "free lance" with publications, mfrs., retailers. Understands art, engraving, printing. Strong on sales-letters, copy, layouts, headlines. Proof on request. Long term contract if desired. **M. KAY**, 213 Herkimer St., Brooklyn, N. Y.

**COPY MAN**—Experienced writer of convincing, natural English. Practical knowledge of printing, engraving, photography, stock, color and ad-typography. Draw well enough to clearly express illustrative ideas. Suggest window-trims, originate dealer-helps, selling plans and edit house organ. Specially familiar with copy for automobiles and accessories. Would consider part time proposition. Married. Age 28. Getting \$1800. Want more. "Bostonian," Printers' Ink.

**ADVERTISING MANAGER**

Have handled retail and mail order advertising, planned snappy booklets and live house organs for printing concern. Have followed this with successful experience as salesman and assistant advertising manager for manufacturer, and am now with agency. Will generate new ideas, enthusiasm and business for live manufacturer offering big opportunity. Address "WORK-WHILE," care Printers' Ink.

## Executive Position

Seventeen years with one of the largest metropolitan dailies and Sunday paper in the U. S. as business manager fits me, I believe, to take charge of the business end of a daily and Sunday newspaper or magazine, house organ or otherwise. Would like to hear from you in strict confidence. Address "W," care CONE LORENZEN & WOODMAN, Mellers Building, Chicago, Illinois.

## Advertising Man

with 12 years' successful experience wishes to connect this summer or fall with Agency, Manufacturer or Publisher, in executive position with adequate salary. Forceful copy writer and good business man accustomed to handling big propositions from ground up. Four years advertising manager for metropolitan department stores, five years general manager service and placing agency. Address CARLE, care Printers' Ink.

**WANTED: A MAN'S JOB**, as business or advertising manager of progressive newspaper, by a man thirty-four years old. **EXPERIENCE**—sixteen years newspaper work, circulation, advertising manager, business manager, and nearly four years in foreign field. Can handle men. Straight salary or salary and percentage on increased business. **"AGGRESSIVE,"** care of Printers' Ink.

**WANTED—Position as manager** of daily newspaper and job office in city from fifteen to forty thousand. Practical printer—ten years in one office. Capable advertising manager; especially successful in getting high percentage of collections on circulation through carrier boys; know news and can handle it impartially; splendid record as job work solicitor and estimator. Worked in cities of ten, twenty, thirty-five, ninety and 450 thousand. Married. Thirty-seven years old. Endorsements of character and ability will satisfy you. Now employed. Address "C. H. I.," care of Printers' Ink.

## Advertising Managers—Note:

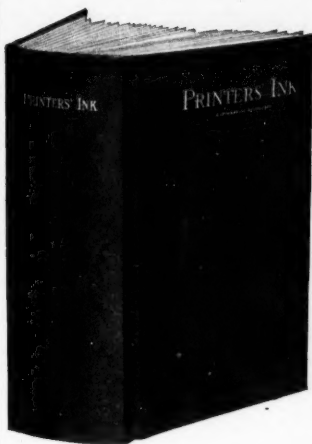
Possessing a Practical Knowledge of Illustrations, Engravings, Printing and Copy Writing, acquired during several years' employment by the largest advertisers' service company in the country, I am just completing I. C. S. \$100 Advertising Course, average percentage 95. Expert Stenographer. Have the Qualifications, Ambition and Judgment that will make me a valuable assistant. Salary asked, \$30 a week, is a slight advance beyond amount now received as stenographer. Further information given by letter or by visit to your office. I want a job in New York City or any other place in the East. "R. K. B.," care of Printers' Ink.

## PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4393 Gramercy, 46 W. 24th St., New York.

## PUBLICATIONS WANTED

PUBLISHERS of magazines or trade journals requiring Eastern representative, address with full particulars "AGENCY," care Printers' Ink.



# PRINTERS' INK BINDERS

AT COST TO US

75c Each

Post Paid

STRONG, CONVENIENT,  
SIMPLE

PRINTERS' INK PUB. CO.,

12 W. 31st St., New York

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

Birmingham, *Ledger*, dy. Average for 1911, 28,577. Best advertising medium in Alabama.  
Montgomery, *Advertiser*, net av. year 1911, Dy. 17,569; Sun., 22,238. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

## ARIZONA

Phoenix, *Gazette*. Av. 6 months ending May, 1912, 6,130. A. A. A. ex. regularly.

## CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1910, 7,801; 1911, 7,892.  
Meriden, *Morning Record & Republican*. Daily av.: 1909 7,709; 1910, 7,893; 1911, 8,085.  
New Haven, *Evening Register*, daily. Aver. for 1911 (sworn) 19,184 daily, 2c.; Sunday, 15,108, 5c.  
Norwalk, *Evening Hour*. Average circulation 1911, 3,846. Carries half page of wants.  
Waterbury, *Republican*. Examined by A. A. A. regularly. 1911, Daily, 7,515; Sunday, 7,569.

## DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily 4 mos. '12, 64,184 (©). Carrier delivery.

## ILLINOIS

Chicago, *Examiner*, average 1911, Sunday 541,623, Daily 218,698, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.  
The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.  
The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Polish Daily News*. Year ending May, 1912, 16,094; May average, 16,705.  
Champaign, *News*. Leading paper in field. (Champaign-Urbana.) Average year 1911, 5,327.  
Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1911, 9,118.  
Peoria, *Evening Star*. Circulation for 1911, 21,140.

## INDIANA

South Bend, *Tribune*. Sworn average May, 1912, 13,333. Best in Northern Indiana.

## IOWA

Burlington, *Hawk-Eye*. Average 1911, daily, 9,426; Sunday, 10,381. "All paid in advance."  
Des Moines, *Register & Leader* (av. '11), 36,263.  
Evening *Tribune*, 30,316 (same ownership). Combined circulation 56,579—35% larger than any other Iowa paper. Supreme in want ad field.  
Washington, *Eve. Journal*. Only daily in county. 1,956 subscribers. All good people.  
Waterloo, *Evening Courier*, 53rd year; Av. dy. year 1911, 8,139. Waterloo pop., 27,000.

## KENTUCKY

Louisville, *Courier-Journal*. Average 1911, daily and Sunday, 28,911.  
Louisville, *The Times*, evening daily, average for 1911 net paid 47,866.

## MAINE

Augusta, *Kennebec Journal*, daily average 1911, 9,872. Largest and best cir. in Cent. Me.  
Bangor, *Commercial*. Average for 1911, daily 10,444.  
Portland, *Evening Express*. Average for 1911, daily 17,626. Sunday *Telegram*, 13,018.

## MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1911, 79,626. For May, 1912, 82,563.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS

Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1911, 184,614—Dec. av., 137,178.  
Sunday 1911, 323,147—Dec. av., 324,476.  
Advertising Totals: 1911, 8,376,061 lines  
Gain, 1911, 447,963 lines  
2,237,821 lines more than any other Boston paper published.  
Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.

Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.

Boston, *Daily Post*. Greatest May of the Boston Post. Circulation averages: *Daily Post*, 403,500, gain of 60,877 copies per day over May, 1911. *Sunday Post*, 336,001, gain of 42,409 copies per Sunday over May, 1911.

Boston, *Herald*, guaranteed daily circulation 110,714 (average for whole year ending April 30, 1912). The newspaper of the home owners of New England.

Lawrence, *Telegram*, evening, 1911 av. 8,405. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1909, 16,539; 1910, 16,562; 1911, 16,987. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1911, 18,871.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Larg'st ev'g circ.

## MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Guaranteed circulation 80,000.

Jackson, *Patriot*, Aver. year, 1911, daily 10,368; Sunday, 11,213. Greatest circulation.

## MINNESOTA

Minneapolis, *Farmer's Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,387.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1911, 103,728.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*. Every evening and Sunday (©©). In 1911 average daily circulation, 78,119. In 1911 average Sunday circulation, 82,203. Daily average circulation for May, 1912, evening only, 80,653. Average Sunday circulation for May, 1912, 84,869.

CIRCULATION Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,856. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, 109,313.

## MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1911, 123,829.

## NEW JERSEY

Camden, *Daily Courier*, covers Southern New Jersey. 10,350 daily average 1st 4 mos. 1912. Camden, *Post-Telegram*. 10,418 daily average 1911. Camden's oldest daily.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. 10-'07, 20,370; '08, 21,326; 20-'09, 19,062; '10, 19,358; '11, 20,115.

## NEW YORK

Albany, *Evening Journal*. Daily average for 1911, 18,381. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,110.

Buffalo, *Courier*, morn. Ave., 1911, Sunday, 97,764; daily, 60,268; *Esquire*, evening, 33,891. Buffalo, *Evening News*. Daily average 1911, 94,724.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1911, 6,237.

## NEW YORK CITY

**The Globe** Largest high-class evening circulation. Counts only cash sales. Net cash daily average, Sept. 1, 1911, to Jan. 1, 1912, 130,870. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, *Gazette*, daily. A. N. Liecty. Actual Average for 1911, 20,817. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Troy, *Record*. Av. circulation 1911, (A. M.), 8,322; P. M., 18,735; 24,057. Only paper in city which has permitted A. A. A. examination, and made public thereport

Utica, *National Electrical Contractor*. mo. Average for 1911, 2,628.

## OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1911: Daily, 95,129; Sunday, 125,191. For May, 1912, 108,866 daily; Sunday, 132,656.

Youngstown, *Vindicator*. D'y av., '11, 16,422. LaCoste & Maxwell, N. Y. & Chicago.

## PENNSYLVANIA

Erie, *Times*, daily. 22,095 average, May, 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia, *The Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, 85,563; the Sunday *Press*, 174,272. *Washington Reporter and Observer*, circulation average 1911, 12,823.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1911, 15,849. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening, 18,401 net, sworn. A. A. A. examination. York, *Dispatch and Daily*. Average for 1911, 18,627. (A. A. A. certificate.)

## RHODE ISLAND

Pawtucket *Evening Times*. Average circulation for 1911, 20,397—sworn.

Providence, *Daily Journal*. Average for 1911, 25,087 (©©). Sunday, 32,858 (©©). *Evening Bulletin*, 60,486 average 1911.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 6,445.

## SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1911, 8,259.

## VERMONT

Barre, *Times*, daily. Only paper in city. Av. 1911, 5,764. Examined by A. A. A. Burlington, *Free Press*. Examined by A. A. A. 8,968 net. Largest city and state.

## VIRGINIA

Danville, *The Bee* (eve.) Aver. May, 1912, 5,485. *The Register* (morn.), av. May, '12, 2,140.

## WASHINGTON

Tacoma, *Ledger*. Average year 1911, daily, 19,001. Sunday, 27,285.

Tacoma, *News*. Average for year 1911, 19,510.



## WISCONSIN

**Milwaukee, The Evening Wisconsin**, daily. Average daily circulation for year 1911, 44,766, an increase of over 3,000 daily average over 1910. The *Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

**Fond Du Lac, Daily Commonwealth**. Average year 1911, 3,971. Established over 40 years ago.

**Janesville, Gazette**. Daily average, May, 1912, daily 6,016; semi-weekly, 1,684.

**Madison, State Journal**, daily. Actual average circulation for year 1911, 7,917.

**Racine (Wis.) Journal-News**. Average March circulation 7,313.

## MANITOBA, CAN.

**Winnipeg, Der Nordwestern**. Canada's National German weekly. Av. 1911 23,026. Rates 56c. in.

## ONTARIO, CAN.

**Fort William, farthest West city in Ontario. Times Journal**, daily average, 1911, 3,626.

## QUEBEC, CAN.

**Montreal, La Presse**. Daily average for year 1911, 104,197. Largest in Canada.

**Montreal, La Patrie**. Ave. year 1911, 46,952 daily; 56,897 weekly. Highest quality circulation

## The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## CONNECTICUT

**NEW HAVEN Register**. Leading want ad medium of State. Rate 1c. a word.

## DISTRICT OF COLUMBIA

**THE Evening and Sunday Star**, Washington, D. C. (☉☉), carries double the number of Paid Want Ads of any other paper. 1c. a word.

## ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

**THE Chicago Examiner** with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

## MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

**THE Boston Evening Transcript** is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



**THE Boston Globe**, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 346,556 more than were printed by any other Boston newspaper.



## MINNESOTA

**THE Minneapolis Tribune** is the recognized Want Ad Medium of Minneapolis.

**CIRCULATION** **THE Minneapolis Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Dec., '11, amounted to 183,557 lines. The number of individual advertisements published was 26,573. **Ink Feb. Jo.** Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

**THE Minneapolis Journal**, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents.

## NEW YORK

**THE Albany Evening Journal**, Eastern N.Y.'s best paper for Wants and Classified Ads.

**THE Buffalo Evening News** is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

## OHIO

**THE Youngstown Vindicator**—Leading Want Medium. 1c. per word. Largest circulation.

## PENNSYLVANIA

**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.



# (◎◎) Gold Mark Papers (◎◎)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

## ALABAMA

The *Mobile Register* (◎◎). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. Dy av. 1st 4 mos. '11, 64,154. (◎◎.) Delivered to nearly every home.

## ILLINOIS

*Bakers' Helper* (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Inland Printer*, Chicago (◎◎). Actual average circulation for 1910-11, 17,104.

## KENTUCKY

Louisville *Courier-Journal* (◎◎). Best paper in city; read by best people.

## MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston *Evening Transcript* (◎◎), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (◎◎). Only French paper among 75,000 French population.

## MINNESOTA

The *Minneapolis Journal* (◎◎). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

## NEW YORK

Brooklyn *Eagle* (◎◎) is THE advertising medium of Brooklyn.

*Dry Goods Economist* (◎◎), the recognized authority of the Dry Goods and Department Store trade.

*Electrical World* (◎◎) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

*Engineering Record* (◎◎). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

*Hardware Dealers' Magazine* (◎◎). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 233 Broadway, New York City.

New York *Herald* (◎◎). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The *Evening Post* (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The *Evening Post*." —Printers' Ink.

*Scientific American* (◎◎) has the largest circulation of any technical paper in the world.

The New York *Times* (◎◎) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

## PENNSYLVANIA

The *Press* (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 85,563; Sunday, 174,272.

# THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

Providence *Journal* (◎◎), only morning paper among 600,000 people.

## TENNESSEE.

The *Memphis Commercial-Appeal* (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

## WISCONSIN

The *Milwaukee Evening Wisconsin* (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

# Table of Contents

## PRINTERS' INK

### June 27, 1912

What Is a Fair Price?.....	Roy W. Johnson	3
Distribution Waste and High Cost of Living.....	Melville W. Mix Pres., Dodge Manufacturing Co.	17
Making Six Sales Where One Grew Before.....	John P. Wilder	20
Data Gathering as an Agency Man Sees It.....	W. B. Swann Mahin Advertising Company's Copy Staff.	26
Where the Ad Is Seen First.....	Charles C. Casey	30
How to Get Salesmen to Pull in the Team.....	Tim Thrift Adv. Mgr., American Multigraph Sales Co.	36
Living Testimonials to Sell a Food Preparation.....	Thomas Russell Advertisement Consultant, London, England.	44
The Second-Hand Problem and the Way Out.....	Melvin J. Adams Automobile Dept., American Locomotive Co.	50
Articles on Price Maintenance.....		54
Harmony in Copy to Various Classes.....	A Staff Writer	56
Volume of Advertising in Leading Farm Publications for May.....		60
Lazy Spots in Copy.....	S. C. Lambert	63
Opportunities in Latin America.....	John Barrett Director General, The Pan American Union.	66
Playing the Inquiry to the Limit.....	Roy B. Simpson Adv. Mgr., Roberts, Johnson & Rand Shoe Co.	68
Is the Distribution Scheme Wasteful?.....	Walter C. Taylor Editor of Boot and Shoe Recorder.	73
Editorials .....		78
The Hidden Spring—When is the Sale Complete?—How Japan Treats Advertising Agents—Sounds Like "Expert" to Us— "Digging Deeper."		
The Little Schoolmaster's Classroom.....		82

## Twenty-four Years Old

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The average man at the age of twenty-four, is just beginning the best part of his business life.

PRINTERS' INK made its début into the active field of advertising July, 1888, but it has been growing with the times, and now after healthy progress for twenty-four years, is just approaching the most useful part of its career.

PRINTERS' INK will celebrate its twenty-fourth birthday by issuing a special

### Anniversary Number

**Dated July 18th. Press Day, July 12th.**

"The Little Schoolmaster"

is now, more than ever, of practical value to national advertisers as well as manufacturers who ought to be advertising nationally; and for this reason it represents a splendid advertising medium for anyone who has a message to deliver to the largest users of space in the country.

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**PRINTERS' INK PUBLISHING COMPANY**

**12 West 31st Street, New York**

## The German Warships

on their recent visit were able to buy coal in American ports at prices less than Uncle Sam pays for his own ships in home waters.

## “Germany as a Sea Power”

A timely and interesting article in

## The July Century

